

Southern HARDWARE

UNIVERSITY MICROFILMS
313 North First St
Ann Arbor Mich 4

In this issue, Toys Win a Place of Their Own, Pg. 37

UNION ANNOUNCES NEW LINES, NEW TOOLS, NEW SALES DISPLAYS

Early order guarantees price protection up or down, earns an extra 5%.

Green Thumb has more than ever to offer you this season . . . more new tools wanted by home gardeners, new floral rakes, serrated edge hoes, new lawn rakes, many other profitable new items . . . Five new self-service merchandisers, national advertising.

Send for new Catalog 30, showing complete garden and farm tools, RAZOR-BACK and new RAZOR-LITE shovels, new line of UNION and ATLAS industrial tools. Order Spring needs from your wholesaler before November 15 for biggest guaranteed profit.



GTR-30 "SPOT" MERCHANDISER
Ideal for small space:

Displays 30 fast turnover tools in 2 x 3 ft. space.

Complete with 30 Green Thumb tools, as shown. Ask your wholesaler for our special price.

YGR-30: Same rack, in Yard 'n Garden colors, with 30 Yard 'n Garden tools. Ask your wholesaler for our special price.

GTW "Profit Maker"
Hangs on either end of large TI-52 Merchandiser or on peg-board wall, or stands on counter. Self-serves 36 Green Thumb small tools.

Complete with balanced stock of small tools, as shown, at a special price. Ask your wholesaler.

**GTC DISPOSABLE
"SELF-LIQUIDATOR"**

in white gloss craftboard display, with 36 small tools, also available.



PLACE YOUR
Green Thumb
ORDER NOW

THE UNION FORK & HOE CO.
Columbus 15, Ohio



NEW No. TI-52 MERCHANDISER WITH 52 LONG-HANDLE GREEN THUMB TOOLS, AS SHOWN ABOVE. PROVIDES A BALANCED BASIC STOCK AND THE DISPLAY THAT GUARANTEES MULTIPLE SALES — ALL AT A SPECIAL PRICE. ORDER FROM YOUR WHOLESALER.

Newest and best. Self-serves up to 80 long-handle garden tools in 2½ x 4 ft. Also provides space to hang new GTW rack of 36 small tools at either or both ends . . . The unit is mobile and stable.

Tools "stay put" when the display is being moved. Every tool is easy to see and to remove. Promotes impulse buying and multiple purchases of matching Green Thumb tools.

**A small mint in less than
2 sq. ft. of floor space!**

HODELL

Dog Chains



You'll sell more dog chains... and sell them faster... with this compact and colorful display. 67" high, dog owners can't miss it. They'll stop to examine the chains, handle them to get the feel. Their quality is immediately apparent. Result: more impulse sales for you, more sales set up for the future. You'll get the fastest possible turnover... with this attractive merchandising display and starter set.

Here's how starter stock pays off

Returns, at retail \$36.60

(at suggested resale prices)

Dealer's cost, complete . . . \$24.04

DEALER'S PROFIT . . . \$12.56

(Prices subject to change)

36-piece starter stock includes a balanced assortment of fast-selling, brightly plated Dog Leads, Choke Chain Collars, and Exerciser Chains. You can order individually packaged refills of any item, at any time, through your distributor, to keep your stock complete and working for you all the time. (Shipping weight, complete with display stand, 23 lbs.)

Complete with 36-Piece Assortment and Display Stand

A certain sales-maker. Requires only 15" x 18" of floor space: Brightly colored sign and sturdily constructed, well-balanced stand made of quality bar steel stock, weighs 7 lbs. One screw assembly. Plenty of room on racks to display biggest items.

Write for Illustrated Catalog Sheet

Order From Your Hodell Distributor



**HODELL CHAIN COMPANY
CLEVELAND 3, OHIO**

Division of National Screw & Mfg. Co.



**HERE'S THE
LINE UP—
TAKE YOUR PICK!**

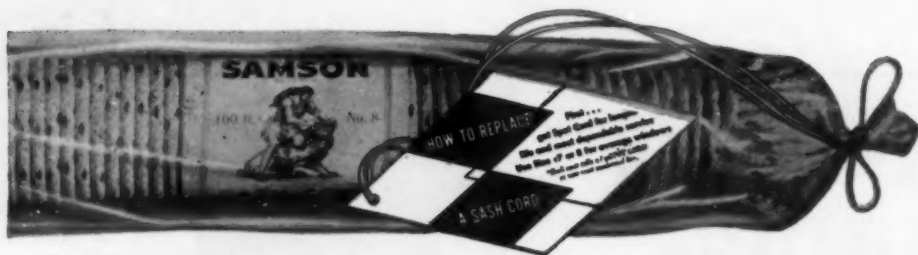


*In the market for carriage bolts:
We make a full line of sizes.
Lag, and machine bolts also.
And they're all top quality.*

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

Export Distributor: Bethlehem Steel Export Corporation.

**BETHLEHEM
STEEL**



up,
up,
up, trade your customers up to
these **SAMSON**

Cords!

SPOT CORD® AETNA®

You perform a genuine *service* when you trade your customers up to Spot Cord or to Aetna . . . instead of offering manila or sisal rope. You also make more money on the sale — and your customers get a cord that is *easy on their hands* — *doesn't unravel* and *wears wonderfully well*.

P.S. Now is the time to display sash cord! Survey after survey proves it is bought on impulse and with top profit per square foot for you!

Samson

CORDAGE WORKS • BOSTON 10, MASS.

World's toughest cordage . . . Since 1888

Southern HARDWARE

October, 1960

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RALPH E. KIRBY, Editor

JIM WOOD, Associate Editor

FRANCES KELLY, Assistant Editor

BOB KING, BARON CREAGER,
Southwestern Editors
(6131 Luther Lane, Suite 208, Dallas 25, Tex.)

FIELD EDITORS

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J. A. MOODY, Production Manager

CAROLYN WASHBURN, Assistant Editor
Directory Issue

H. REDFERN HOLLINS, Director of Research

Business Representatives

Charlotte:

W. C. RUTLAND, P. O. Box 102, Gastonia, N. C.
Tel. University 7-7995.

Chicago:

HUGH AULL, 333 No. Michigan Ave., Chicago
1, Ill. Tel. Central 6-4131.

Cleveland:

JOSEPH B. ROGERS, 16404 Southland Ave., Cleve-
land 11, Ohio. Tel. Clearwater 1-9063.

Dallas:

BOB KING, 6131 Luther Lane, Suite 208, Dallas
25, Texas. Tel. Emerson 3-1543.

Los Angeles:

WARREN R. CHRISTIAN, Box 39711, Griffith Park
Station, Los Angeles 39, Calif. Tel. Hollywood
2-1133.

New York:

W. L. ROGERS, Room 610, 7 East 42nd St., New
York 17. Tel. Murray Hill 2-4059.

Philadelphia:

JAMES R. CORGER, 27 E. Windermere Terrace,
Lansdowne, Pa. Tel. MADison 6-9145.

Boston:

J. D. PARSONS, 39 Atlantic Ave., Cohasset,
Mass. Tel. Evergreen 3-0712.

San Francisco:

FRED JAMESON, 821 Edinburgh St., San Mateo,
Calif. Tel. Diamond 3-8806.

Editorial and Business Offices
Tel. Trinity 4-4462

806 Peachtree Street, N. E.
Atlanta 8, Georgia

FEATURES

Boosting Paint Sales	33
Inventory System Speeds Stock Turn	36
Toys Win a Place of Their Own	37
Merchandising Water Systems	39
SWHA Materials Handling Clinic	40
Selling Saddles and Accessories	42
Profits from Plumbing Fixtures	43
How to Increase Gun Sales	45
Big Volume from Plumbing Supplies	46
Lamp Specialty Department	48

DEPARTMENTS

Business Trends	4
Facts & Figures	6
Industry News	7
Swinging Around the Southeast	12
Southwest Ramblin's	14
This Month with the Old Guard	20
Convention Dates	22
Catalogs & Bulletins	53
Sales Aids	110
New Products	128



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Number 10

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BUSINESS TRENDS

► Business Outlook

Business activity has no more than held its own as the year's last half gets under way. Retail sales have not developed the strength expected, though total retail sales in May, June and July were 1% ahead of a year ago. Sales of automobiles, appliances and other home furnishings have sagged, with the result that the experts appear uncertain as to what last-half prospects are likely to be. If the auto market revives this could give a tremendous boost to business all along the line. Generally, the outlook is for some improvement in economic activity.

► Construction

Sluggishness in the home-building industry is responsible for the over-all decline in rate of construction during 1960. Housing starts have been declining for some 16 months and in August were about 16% under a year ago. An oversupply of houses exists in many major markets. One expert says that the market is now for low-cost housing with demand being shifted to the compact house, but that builders have not yet adapted to this new trend.

► Consumer Income

Though retail sales during the summer months averaged only 1% above the 1959 period, personal incomes were up a solid 5%. In July, personal incomes reached an annual rate of \$407.1, \$1.0 billion more than in June and a record high. Total employment in the same month was about 1.6% above a year earlier. Meanwhile, consumers have been wary of installment indebtedness, the rate of increase in credit sales having tapered off in recent months.

► Prices

At mid-year the general level of prices had changed little from a month earlier and was only slightly above levels of a year ago. There was little pressure in any segment of the economy to affect the relative price stability. Urban consumer prices in recent months have been only fractionally higher than a year ago, while wholesale prices likewise have advanced only slightly.

► Farm Income

During the year's first seven months cash receipts from marketings totaled \$16.5 billion--about 1% below the corresponding period of 1959. Prices received by farmers averaged nearly 3% less than a year earlier, while the volume of marketings was 2% heavier. Crop receipts totaled \$6.0 billion with receipts from livestock and products accounting for \$10.5 for the January-July period.

"...well dear, your mother was right... she should have used NIXDORFF chain."



there's STRENGTH in a name



NIXDORFF—the chain of fame—a vital link in America's progress for 106 years.

Packaged for profits
chain packs, drums, and Merchandise

NIXDORFF-KREIN MFG. CO.

ST. LOUIS 8, MO.

WELDED AND WELDLESS CHAINS / CHAIN ASSEMBLIES / CHAIN SPECIALTIES / WAGON AND TRUCK HARDWARE

SOUTHERN HARDWARE for October, 1960 For more information use Handy Return Card, Page 51

FACTS & FIGURES

August Sales Volume Up for Southern Hardware Wholesalers

SALES BY a majority of Southern hardware wholesalers turned up in August, making the first month this year in which sales have exceeded the 1959 period.

Wholesalers in the Southwest led all regions with an average gain of 5.5%, followed by an average increase of 2.6% among Mid-South distributors. Only in the Southeast did average sales decline. Among wholesalers in this region, sales dropped an average 4.2% under August 1959.

For the entire South, August sales—beefed up by two extra business days this year—were 1.4% above the 1959 month.

In the year's first eight months, however, sales by Southern distributors averaged 4.6% under

the same period of last year. The monthly survey conducted by SOUTHERN HARDWARE disclosed that sales for the January-August period by Southeastern wholesalers averaged 5.6% under a year ago, followed by an average 4.5% drop in the Mid-South, and 3.8% in the Southwest.

In the number of days' business on the books Southeastern distributors again led with an average 49.3 days. Southwestern wholesalers reported an average 45.3 days, while the average in the Mid-South was 44.2 days.

Inventories in August edged up only moderately—an average 3% in the Southeast and 1.8% in the Southwest. Inventories declined slightly in the Mid-South.

- The decline in home-building hits hard at many lines of trade, but among owners of older homes the market for replacement items will soar to \$70 billion dollars this year, an important source of sales for the alert hardware dealer.

- Customers have money to spend, but there is some tendency for them not to turn it loose. Personal incomes in July topped \$407 billion, a record high.

- Minimum wage is not a dead issue despite the failure of Congress to reach an agreement in the last session. There will be a renewed push for a higher hourly rate when Congress reconvenes.

- Market Note: Hired farm workers at 2.6 million were 6% less than at work last August. Ten years ago nearly 40% more workers were required than this year's smallest August force of record.

- Farm output in 1960 will be an all-time record high, 5% above the 1957-59 average and 27% above the 1947-49 average.

WHOLESALE HARDWARE SALES AND INVENTORIES

GEOGRAPHICAL DIVISION	SALES			INVENTORIES
	Percent Change		No. Days' Business on the Books	Percent Change
	Aug. 1960 from Aug. 1959	8 Months '60 from 8 Months '59		Aug. 1960 from Aug. 1959
			August	
SOUTHEAST	-4.2	-5.6	49.3	+3.
MID-SOUTH	+2.6	-4.5	44.2	-.3
SOUTHWEST	+5.5	-3.8	45.3	+1.8
ENTIRE SOUTH	+1.4	-4.6	46.2	+1.2

Geographical divisions: Southeast (W. Va., Va., S. C., N. C., Ga., Fla.) Mid-South (Ala., Tenn., Ky., Miss.) Southwest (La., Ark., Okla., Tex.)

INDUSTRY NEWS

Mark Lyons, Sr. Dies in Mobile

ONE OF THE wholesale hardware industry's most respected members—Mark Lyons, Sr.,—co-founder and chairman of the board of McGowin-Lyons Hardware & Sup-



This photograph was made many years ago when Mr. Lyons served as president of the Southern Wholesale Hardware Association.

ply Co. died September 8 at the family residence in Mobile. The business and civic leader was 82 years old at the time of his passing.

Widely-known throughout the industry, Mr. Lyons was a past president of both the Southern Wholesale Hardware Association and the National Wholesale Hardware Association.

Mr. Lyons began his business career with the Southern Log Co. which later became the Southern Supply Co., being named general manager of the firm in 1904. When the organization was sold to Southern Hardware & Supply Co. he formed his own real estate, in-

surance and investment business. In 1913, with the late J. F. McGowin and J. G. McGowin, he organized the McGowin-Lyons Hardware & Supply Co., which purchased the assets of Southern Hardware & Supply Co. Mr. Lyons held the position of treasurer and general manager of the new business and was elected president in 1927. He became chairman of the board following the death of J. F. McGowin in 1937.

A long-time leader also in the civic life of Mobile, Mr. Lyons had served as vice-president of the Chamber of Commerce and chairman of the Industrial Development Advisory Committee. He was a past president of the Rotary Club, and held membership in numerous social organizations.

On November 7, Mr. Lyons would have celebrated his 60th wedding anniversary with his wife, Mrs. Saidee Sage Lyons.

His survivors include the widow; Mark Lyons, Jr., president of McGowin-Lyons Hardware & Supply Co., and three daughters.

General Manager of J. W. Murchison Co. Retires

THE J. W. MURCHISON Co., of Wilmington, N. C., announces the recent retirement of R. D. Waddell, general manager, after 40 years of service to the company. Mr. Waddell had worked in almost every capacity from clerk, salesman, buyer, and finally general manager, which position he held from 1945 until shortly before his retirement.

He is succeeded as general manager of the wholesale organization by David R. Murchison, Jr., a grandson of the founder.

Dealer Merchandise Show Held in Laredo



Pictured is a section of one of the Merchandise Shows for dealers which Corpus Christi Hardware Co. periodically holds at various points in the territory it serves. This event was staged in Laredo, Texas. Shown, left to right, are John Burstrom and Walt Gallagher of Corpus Christi Hardware Co., Mrs. Daisy Brewer and James Richter of Richter's.



More than 1,000 persons from throughout a five-state area attended the 3rd Annual Merchandise Market held by Amarillo Hardware Co.

Fall Merchandise Market Termed Best Yet by Amarillo Hardware Co.

MORE THAN 1,000 persons from throughout a five-state area were on hand for the 3rd Annual Fall Merchandise Market, held August 14-15, by Amarillo Hardware Co.

The trade show was staged this year in the Commercial Exhibits Building at the Tri-State Fair Grounds. In the past, the exhibit has been held at the company's warehouse, but the show has outgrown these facilities and it was

necessary to use enlarged quarters.

With the added space available, it was possible to accommodate 100 booths manned by more than 150 factory representatives or manufacturers agents.

Company President R. C. Neely, Jr., termed the market as the largest and most successful event which the company has held. Dealers came from Texas, New Mexico, Oklahoma, Colorado and Kansas, arriving by automobiles, train, planes, and even private aircraft. (See picture.)

Each booth offered dealer prizes, and dealers were eligible to win by placing orders in the individual booths. The grand prize was a Zenith Stereo Phonograph and Radio combination. In all, prizes valued at more than \$3,000 were offered to dealers during the course of the market.

During the noon hours on both days of the show, barbecue was served to visitors by a nationally-known caterer, Walter Jetton of Ft. Worth, Tex.



A barbecue luncheon was served both days to visiting dealers.



Mr. and Mrs. Wilbur Thigpen of Grants Builders Supply Co., Grants, New Mexico, came to Amarillo in their private plane.



A Yale Ceremonial Key was presented to President R. C. Neely, by Amarillo's Mayor A. F. Madison. The Key was inscribed as follows: "Business Integrity—The Key to Amarillo's Continued Growth." From left in the photo are: W. L. McLeod, district manager of Yale's Lock and Hardware Division, Mr. Neely, Mayor Madison, and G. C. "Jerry" Ratcliff, sales vice-president for Amarillo Hardware Co.

NEW ERA

IN PERFORMANCE, DEPENDABILITY
AND PROFIT

Rapidayton

JET PUMPS

A SIMPLIFIED HIGH QUALITY LINE RE-DESIGNED AND RE-ENGINEERED TO GIVE YOU MAXIMUM VOLUME AND PROFIT IN A CHANGING MARKET

The jet pump market has changed. There's the competition from subs; the demand for still more capacity, more pressure; the need for simplification of inventory. Tait has met *all these needs* with a NEW line of self-priming Rapidayton Champions®—shallow well (single and two stage), convertibles, and multi-stage deep well models. Modern new look, new decorator colors, new features—but *same supreme quality and deluxe construction throughout*. No short cuts in construction. No substitute materials.

NEW SHELL-CORED CASTINGS

Castings of Rapidayton Champion jets are now *shell cored*, providing micro-smooth water passages, and increasing pump efficiency. Another Tait first!

NEW FEATURES

- NEW modern "sculptured" look with NEW decorator color
- NEW shell cored castings with micro-smooth water passages
- NEW streamlined circular volute passages. Bronze impellers.
- NEW open, separate motor mounting bracket, making it even easier to remove motor without disturbing pump installation. Standard motor.
- NEW stainless steel collar and set screw
- NEW easy-priming control valve
- NEW more quiet operation
- NEW two-stage shallow well pumps
- NEW packaged models with pump on top of vertical tank



Rapidayton

division The Tait Manufacturing Company, Dayton 1, Ohio

* TRADEMARK

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Sensational Precision Radial

SHOP

from America's
Most Advanced
Power Tool
Engineers

Gives You Extra Profits from Your Customers

Adapts to these 60 Popular Model Saws, and More

AMERICAN—Models 6-00, 7-00

BLACK & DECKER—Models 430, 63, 730, 830

CUMMINS—Models 717-01, 737-01, 757-01, 7800-01

DORMEYER—Models CS-2, CS-8, CS-5

ELECTRO—Model 701

McGRAW-EDISON—Models 1055, 1055A, 256A

MILLER FALLS—Models 625, 727, 646, 747

MILWAUKEE—Models S-16, S-17, S-18

PET—Models 630M, 635M

PORTER-CABLE—Models 66, 150

SEARS—Models 02784, 02790, 02796, 02789, 02787, 25880, 27870

SHOPMATE—Models SC-700, SC-700M, SC-700-3, SC-7100, SC-7100M, 620H

SKIL—Models 533, 536, 552, 553, 554, 698

SPEEDWAY—Models 460, 475, 485

STANLEY—Models H-65, H-68, H-70

STARFLYTE—Model SC-730M

SUNBEAM—Models 72, 72-3, HD-199

TRUSTWORTHY—Models TW700, TW7100

WARDS—Model 8900



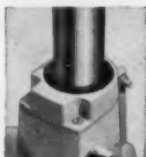
You'll Profit from **SHOPMATE'S** Radial Arm & Portable 7" Safety Saw, too

Now your customers can have all the cuts and features of radial saws costing almost twice as much—plus the versatility of a portable saw that you can take to the job! Shopmate's new radial arm gives wide panel ripping (a full 25½ inches, or to the center of a 51" panel), compound, cross cut and tapered rip sawing, as well as contour, rabbet, fluting, radius and chamferer cuts—made accurately at any angle.

Check these SHOPMATE Radial Arm features!



1. Fast setting changes with automatic stops at 90° and 45° left or right. Intermediate angle stops easily made.



2. Large sturdy base for firm support. Quick settings with easy-to-read calibrated scale. Column is nickel plated.



3. Husky carriage has quick-set handle. Index lever for speedy adjustments to rip positions and accurate return to 90°.

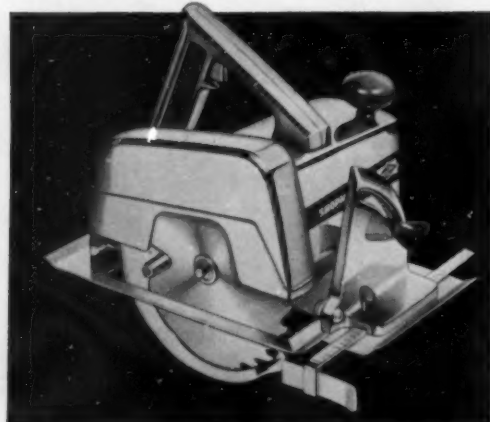


4. Precision machined track has adjustable ball bearings, lifetime lubrication. Sets to any rip position with precise scale.

Model UP-25
Radial Arm Saw (SUG. RET.)

\$159⁹⁸

Complete as illustrated



SHOPMATE'S 7" Safety Clutch Saw

Ideal for use either as a portable saw or with Radial Arm. With this 7-inch safety clutch saw you have as much cutting capacity as the more expensive units with 9" blades. Either carried to the job as a portable saw or used on the radial arm, this saw gives you more features at less cost. Safety clutch ends kick-

back, prevents burn-out, adds years to life. Powerful Series AC 115-volt motor delivers 5,000 rpm with no load, 3,000 rpm with full load. Mirror finish. Aluminum die cast housing.

Sold Separately

Model
SC-700M
SUG. RET.

\$49⁹⁸

Portable Electric Tools, Inc.

320 West 83rd Street, Chicago 20, Illinois

In Canada: Portable Electric Tools Ltd., 452 Birchmount Road
Scarborough 13, Ontario

Arm & Universal Adapter **MATE** *...Who Already Own Power Saws!*



SHOPMATE

first truly UNIVERSAL Adapter

The new Universal adapter by Shopmate will fit practically any portable power saw made and turn it into a radial saw. Here is the first positive, fast adapter, permitting removal of portable saw in only 8 seconds. The portable saw can be removed from yoke, and used as a portable saw right at the job. Adapter always stays on saw for radial or portable work. Combines versatility of a portable saw with the patternmaker precision of a radial saw. Yoke provides for accurate angles and accurate return to track on radial arm. Precision calibrated settings every 5 degrees from 0° to 90°.



**Radial Arm Complete
with AP-59
Universal Adapter**

SUGGESTED RETAIL

\$117.98

Model KRAS-100-4

Look for us
at the Hardware Show
Stop by the Shopmate booth at the New
National Hardware Show at the New
York Coliseum, October 10-14 and see
this amazing saw demonstrated. Come
in, say hello and see the quick change
feature of Shopmate's precision Radial
Arm and Universal Adapter.
Booth 154

Portable Electric Tools, Inc., Dept. 5H-10, 320 West 83rd Street, Chicago 20, Illinois
In Canada: Portable Electric Tools Ltd., 452 Birchmount Road, Scarborough 13, Ontario
☐ Please send complete information about the new Shopmate Radial Arm with Universal Adapter for practically any saw ☐ Complete Shopmate Radial Arm with portable 7" saw
☐ Shopmate portable 7" safety clutch saw

Name _____

Address _____

City _____ Zone _____ State _____

My distributor is: _____

Swinging Around The Southeast



BY DAN M. FRY

.....Fry-Holbrook & Associates.....
Atlanta, Ga.

ABRAHAM Lincoln once said . . . "To sin by silence when they should protest makes cowards out of men" . . . These are words with thought, and in this day and time should not be taken lightly . . . cheap, ambitious politicians will have us believe they will see us through, and the best road to take is silence, so that they (the politicians) have free reign . . . Of course, this procedure would slowly lull us to sleep, and would lead to a rude awakening.

Joe Lewis, who headquarters in Charlotte, North Carolina, and is a member of the firm of **Ralph C. Parker**, sporting goods reps, reports two new men in the field, namely **Charlie Duncan**, who joined the firm August 1 . . . Charlie will work the western end of the territory . . . **George Kennerian**, the other new addition hails from St. Petersburg, Florida . . . The **Ralph C. Parker Co.** maintains its accounting offices in Memphis.

Dave Salo is the ambitious hard worker who represents **Arrow Fasteners** in the Southeastern territory . . . Dave headquarters in Atlanta, Georgia.

Fred Riles, salesman for **Beck & Gregg Hardware Co.**, Atlanta, Georgia, is expecting a new arrival at his house momentarily . . . Saw **Jim Conrad**, representative for the **E. L. Bruce Co.**, hurrying home!!! Asked why the hurry . . . you guessed it, they are also expecting . . . Jim works out of Knoxville, Tennessee.

Ran into friend **Dick Lester** the other day, way up in **Johnson City, Tennessee** . . . Dick is a manufacturers' rep with the **J. T. Cobb**

Co., of Atlanta . . . New regional sales manager for **Weller Electric Corp.**, of Easton, Pennsylvania, is **Cliff Yelton** . . . Cliff was formerly with **Star Expansion** . . . Yelton is a good fellow, and will do well in his new position . . . **Perry Wells**, purchasing agent for **Booker & Co.**, Tampa, Florida, has been on the sick list . . . we are glad to report he is feeling much better . . . talked with Perry in Atlanta not long ago, and he was looking like his old self again . . . **Mr. E. P. Barron**, president of the **Dixie Hardware & Mill Supply Co.** of Greenwood, South Carolina, plans to retire soon . . . after 11 years of service with **Dixie**, Mr. Barron ex-

Bill Huie in Canada



W. M. "Bill" Huie, vice-president in charge of the sporting goods division of **Atlanta's Beck & Gregg Hardware Co.**, was one of a party of four which travelled to Northwestern Manitoba, in Canada recently for eight days of fishing. The great northern walleye and lake trout were so plentiful, **Bill** reports, that they "actually got tired of pulling 'em in." **Bill** is shown here with two Eskimo girls who worked at the Caribou lodge where the party headquartered.

pects to retire in his old home town, **Rock Hill, South Carolina**.

Ashton Therrel, of the **Ashton Therrel Co.**, manufacturers' reps, was assisted at the **Sharp-Horsey Show**, Atlanta, Georgia, by his very attractive wife . . . **Ashton** is doing well in his new sales undertaking . . . **Brand Lassiter**, sales manager for **Tate Manufacturing Co.**, was in Atlanta, Georgia (his old home town) helping **Wayne Pinson**, who is vice-president and heads the industrial department for **Beck & Gregg**, at the recent **B & G** show in Atlanta . . . **Dunn Wholesale Co.**, Ozark, Alabama, recently had a nice showing for its dealers . . . **Oscar Dunn**, a darn nice fellow, heads the **Dunn Wholesale Co.** . . . just learned that **Carr Buchanan** has retired from **G. W. Barnett Hardware Co.** in **Montgomery, Ala.**

Our old friend, **Bob Fye**, was in town recently, and it was good to see him . . . **Bob** is sales manager for the **Ridge Tool Co.** . . . Don't let these two names confuse you . . . **Gully** and **Cully** . . . **Ed Gully** is the wholesale district manager for **Black & Decker**, and **Bayne Cully, Jr.** is **Black & Decker's** Georgia sales rep . . . put them together and people always ask if they are related . . . **Graham Barr**, partner in the **Perry & Barr Co.**, manufacturers' reps, was in Atlanta recently and had with him his lovely wife **Elizabeth** and their three wonderful children—**Katy, Gracia**, and **Tommy** . . . Mrs. Barr visited with friends and relatives while **Graham** worked the trade.

Not long ago **Summers Hardware Co.**, **Johnson City, Tennessee** received a good size shipment of dungarees! Well, the place was in an uproar, and the boss wanted to know who placed the order . . . and just when they decided to go into the dry goods business . . . everyone denied knowledge of this terrible act . . . **Dungaree** manufacturer mailed a photostatic copy of proof of order . . . What do you think happened . . . some dealer ordered those darn dungarees on one of **Summers** printed **Want Slips**, and forgot to put his own name on it, sent it in, and the manufacturers shipped the dungarees to **Summers**, who will never know which good dealer made this mistake. See you next month . . . keep sending the news.



THE NEW QUIET **TURFMASTER** MOWER THAT PRACTICALLY SELLS ITSELF

This quiet new mower has what it takes to catch your customers' eyes. The Briggs & Stratton engine is completely enclosed . . . the silhouette is low and handsome . . . and it's much quieter than conventional mowers! Show the new Quiet Turfmaster Mower! You'll sell more . . . and you'll profit more!



MORE NEW PROFIT-MAKERS FROM TURFMASTER!
Get the facts on the new Turfmaster Riding Mower: medium price range . . . outstanding profit-maker!



The new Turfmaster Tillers: tops in performance and turnover. Get details from your wholesaler today!

Nationally Advertised in Leading Home Magazines



Dille & McGuire

MANUFACTURING COMPANY
RICHMOND, INDIANA

"The World's Standard Mower Since 1874"

See us at the National Hardware Show Booth #1100 October 10-14 at the New York City Coliseum

Southwest Ramblin's

By JIMMIE McKIE

The McKie Co.
San Antonio, Tex.



Hello Folks:

By the time this is published quite a few of us will be off to New York for the National Hardware Show and to Atlantic City for the National Wholesale Hardware Convention . . . Hope the weather is a little cooler in New York this year . . . Made one resolution last year not to bet **Harry Horsey, Jr.** on the Georgia-Mississippi State game even, any more . . . Not keeping up with the Southeastern conference cost me \$5.00 (Texas dollars) . . . Georgia beat State 15-0.

As **Dan Fry** put it, August sure was the month for distributor dealer shows, in fact, they are still going on . . . Am on the way to the Sabine Supply Show now . . . One thing that is encouraging, the dealers are buying better at the shows this year than last . . . At Amarillo Hardware, Oklahoma Hardware and Peden's Shows sales were brisk . . . **Mac Magruder** tells me Woodward-Wight had a good one too . . . Huey & Philp and Walter Allen had shows too, but I didn't attend either so don't have any news to report.

To try to name all the men attending the different shows will be hard to do, but here goes . . . At Amarillo the following were seen: **Russ Baity, Bob Botts, Rolin Cargill, Delbert Conner, Fred Curry, Gene Dubey, Claude Fulton** (took some of our money in a game of "Hole Card. Bridge," didn't he, **Francis McCown, Carl Baxley, Bob Walker, and Jim Stotts?**) **Gene Groves, Ray Hawkins, Vernon Haynes, E. M. (Shorty) Howard, Stafford (Stack) Jones, Joe Knappe,**

Ed Lehde, Jack Lindroth, Dale Maclay, Jack Maupin, Bob McClure, Dan McCarthy, D. U. (Doc) Parker, Hugh Smith, Bob Lucien, Steve Stephens, Bob Gobel, Marshall French, Ben Zuber, John Hogue, J. D. Hogue, E. B. (Buster) Spencer, Bob Lewis, Jim Van Hoy, Ray Young and Floyd Barber . . . These are but a few, but nevertheless these are all I can remember. The exhibits were at the Commercial Exhibits Building at the Tri State Fairgrounds. The Show was August 14th and 15th . . . One thing else, we didn't get **Jim Develin** in a poker game, said he was still licking his wounds from the last session.

I am sure **Jack Neely, Newt Riggs, Jim Develin, Francis McCown, Ed Stulce, Fred Townsend, Tub Ramsey, Red Hutson, Jerry Ratcliff and Bob Dryden** are pleased with the results . . . was a job well done . . . Takes a lot of planning and hard work to put one of these Shows together.

In Oklahoma City there were quite a few men I didn't know because they travel out of Kansas City, etc. . . Here are the ones I can remember: **Stack Jones, Al Anderson, Steve Stephens, Russ Baity, Bob McClure, John Hogue, Hugh Smith, Bob Lewis, Bob Gobel, Jim Stotts, Jim Van Hoy, Harry Gardiner, Rolin Gargill, Jack Bernard, Don Gamble, Cecil (Andy) Anderson, Harold Falter, Bob Lucien, Don Cahill** . . . My apologies, fellows (left my notes at home, but the show must go on — have a deadline to meet).

The following Oklahoma Hard-

ware personnel can look back on a very successful Show: **Gene Smith, Sr., Gene Jr., Bill Vick, Ed Clarkson, Jim Tipton, Mack Croom, Al Yanuszeski, Lyle Wheeler, Joe Steele, Andy Morse, Bill Ruxlow, Guy Barker, Paul Staude** and his assistants . . . Anybody want to buy any aluminum Christmas trees? . . . See **Al Yanuszeski**.

Peden Iron & Steel was having their Show August 21st and 22nd, the same weekend. . . In Houston last week I talked to several fellows who report excellent results . . . **Jack Caraway** said he was very satisfied with the sales . . . Couldn't see **L. B. (Rough) Gambrell** or **Ray Breazgale** Monday because they were still tabulating orders . . . Heard one thing new that was tried here—selling pipe-fittings by the half-bushel basket full . . . These sold very well; just wondering if the dealers were out of fittings or baskets . . . Jack did say this: They plan to make this an annual Show . . . Said he is giving a Spring Show some thought too . . . While on Spring Shows, **Gene Smith** at Oklahoma Hardware has the dates all set for his.

Had a pleasant visit with **Elmo Beard** at Tyrrell Hardware and **Frank Brown** at Sabine Supply last week (am on the way back). . . In Galveston at Black Hardware talked with **George Boller, Hubert (Sonny) Schulz, Albert Gordy, Antone Scofelia and H. H. (Hoppy) Haden**. Hoppy can't understand how I can park on the sidewalk beside their building and never get a ticket . . . They nail him every time.

Back in Houston: **Vic Gehring** at Peden and **Fred Rose** at Heitmann-Bering-Cortes on vacation . . . **Gosta Birath** out with an injured eye . . . Did see **H. M. Corley** and **Paul Butterworth**.

Saw **Arnold Moore** in Beaumont at the Ridgewood . . . In Houston saw the following Boosters: **Tom Wells, Swede Swenson, Dick Rutherford, Charlie Seagraves, Doug Maclay and Senor Pablo Speaker** with a "visiting fireman" . . . Also saw **Sam (Sport) Evans** and **Frank Blake** (now sales manager of Ray-O-Vac) . . . Sure good to see him again.

My spies report: A super motel to be built on the Heitmann property downtown . . . that Foley's Department Store sold the sky over their garage and some outfit is adding several stories to be used for offices.

Raymond Holland reports a good time on his vacation to Colorado, but he and Doris almost froze a couple of times at Estes Park—snow 5" . . . Also if you want some advice on how to guide a car equipped with power steering and power brakes down a mountain trail without the motor running see Raymond . . . Seems his battery was dead, said he could never get enough courage to try to crank the engine of the Oldsmobile coming down—was going too fast as it was plus trying to steer it (this is tough—drives worse than a truck) . . . Joe Wood busy working up a report for the Board of Directors Meeting . . . W. T. Harris, Walt Gallagher and Prentiss Boltinhouse all busy.

Adios, Mi Amigos.

clude investigations of insect and grass-disease control, proper grass-cutting height and lawn-watering procedure.

Orchard Industries Adds Sales Representatives

ORCHARD Industries, Inc., Hastings, Mich., announces the following new sales representation for its complete line of Action-bows:

Kenny Haspel, San Angelo, Texas, will represent the company in Arkansas, Louisiana, Oklahoma, and Texas. Entering the sporting goods business in 1925 on a part-time basis while still in high school, Haspel joined the R. R. Miller Sporting Goods Store, Dayton, Ohio, in 1931, and managed the store until 1940. Following five years of military service in World War II, he served as a manufacturers' representative in the Midwest. He moved his operations to the Southwest in 1955.



Kenny Haspel

Aitken's Archery Associates, Carlisle, Pa., will include in the territory that it will serve the states of West Virginia, Virginia, North and South Carolina, Georgia, Alabama, Mississippi, and Florida. The organization is operated by Mr. Wayne Aitken, who is in charge of the Eastern Division of "Archery Coast to Coast."

Moto-Mower Establishes Lawn Research Center

DEVELOPMENT of a 15-acre Lawn Research Center at Milford, Mich., has been announced by William H. Nolan, director of sales at Moto-Mower, Inc., producer of rotary, reel, and riding power mowers and garden equipment.

Planned as a lawn-care experimental area, the center includes three acres devoted to a "weed museum" and "grass museum" and a 12-acre proving ground for testing Moto-Mower products.

Cooperating in the venture are agricultural and horticultural experts from the faculty of Michigan State University.

"Establishment of the Lawn Research Center enables us to go well beyond just the manufacture and sale of lawn and garden equipment," Nolan said. "In the Milford test plots, we can conduct necessary research to provide the home-owner with the latest and soundest information on the maintenance of his grass and garden. We feel this service will help our customers get extra value from our products," he added.

The experimental plots are part of a large farm owned by Dura Corp., of which Moto-Mower is a subsidiary.

Studies already under way in-

Beck & Gregg Show Attracts Record Crowd



Beck & Gregg Hardware Co.'s 1960 Merchandise Show held September 4-7 at the Biltmore Hotel in Atlanta, was best ever held, company officials said. This year dealer registrations totaled 1,227 as compared with 978 at the 1959 show. More than 135 manufacturers participated in the show, which was planned under the direction of James J. "Jim" Autrey, vice-president in charge of Beck & Gregg's housewares division, assisted by Frank Burton, Jr.



Whatever They Ask For ... **YOU'VE GOT IT** ... in the **COMPLETE** **Columbian Line**

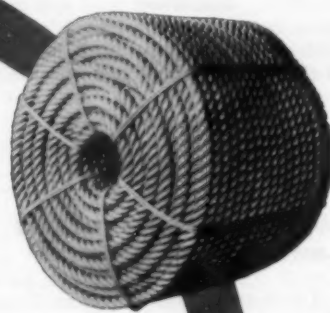
Customers *can't* ask for what you *haven't* got—when you carry the complete line of Columbian rope. Columbian makes *everything* from a ball of household twine to ropes that haul in whales! Along with display merchandisers, attractive packages and extensive advertising!



Columbian Colpack Manila or Sisal Rope in 25 lb., 50 lb., 75 lb. and 100 lb. Cartons. The package that brought rope out of the back room and onto the selling floor. You can carry nine sizes ($\frac{3}{16}$ " to $\frac{3}{4}$ " diameters) with a minimum inventory. A hole in the top of the carton permits you to sell Columbian Pure Manila Rope in as many feet as the customer asks for—you can also sell by the carton. The Colpack keeps rope clean—is easy to store—and gives rope maximum visibility and sales-appeal.



Pick-Me-Up Merchandiser. The Pick-Me-Up adds self-service to rope merchandising. Displays 50 ft. and 100 ft. Columbian Manila coils packaged and ready to go. Rope in $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " diameters. Pick-Me-Up takes less than 4 sq. ft. of floor space.



Columbian Standard Coils of Manila or Sisal Rope. All sizes of rope in standard coils of 1200 ft. Half coils of 600 ft. The most economical package for the dealer who sells cut lengths in larger quantities.

Merchandiser #57 shows Columbian Colpack Rope in a variety of sizes. Rope feeds through guides to simple, accurate measuring device. The #57 is 54½" long, 44½" high, 23¼" deep, has 12½" sign on top.



Columbian Nylon Rope on wooden reels. These reels allow you to stock, show and sell Nylon rope in the same convenient packaging you have with Manila rope. Pure white, waterproof, rot-proof, and with extraordinary tensile strength, Nylon will appeal to the customer who is looking for a strictly premium rope.



COLUMBIAN Rope Company

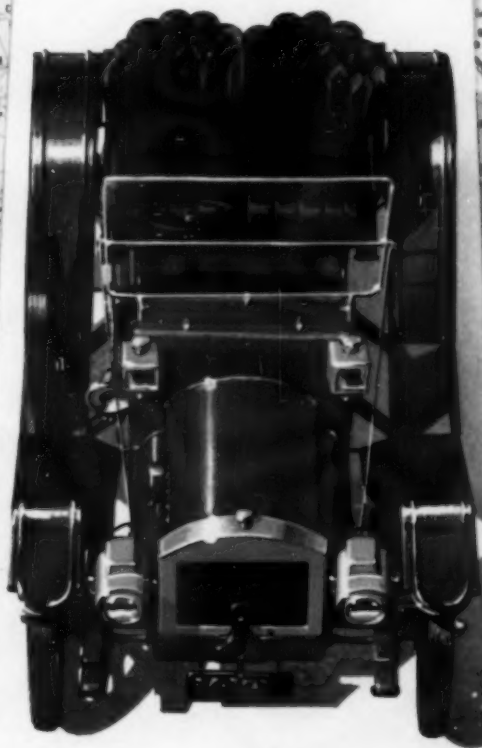
Auburn, "The Cordage City", New York

SMOOTH AND WIDE IS THE PATH OF PROGRESS

Straight across the countryside sweep the broad avenues of commerce; too wide, too far, too fast for the pace of the old model auto.

Modern, high speed painting, too, for fast coverage of large areas is better done with Magikoter rollers. High paint capacity covers—perfect balance—fast clean-up and cover change make the most of your customers' painting time. Stocking and selling Magikoter rollers keeps you in pace with progress.

The Wooster Brush Co., Wooster, Ohio



a fresh point of view for your business



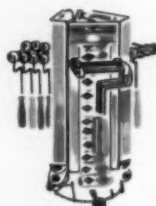
WOOSTER MAGIKOTER®

WHATEVER THE PAINT WHATEVER THE SURFACE

Your customers get faster, better coverage with fewer strokes when they use Magikoter rollers.

Flexible, "floating" plastic endcap on the "Jet"® fits all size conventional covers and permits fast "on-and-off" cover change and cleans in just two inches of solvent—light weight, balanced frame with threaded plastic handles speed ceiling and wall painting. What's more, you get full coverage of the market with minimum inventory of covers. Fabric "X"® finest for smooth surfaces—Woostron® for semi-rough and rough surfaces. The Wooster Brush Company, Wooster, Ohio

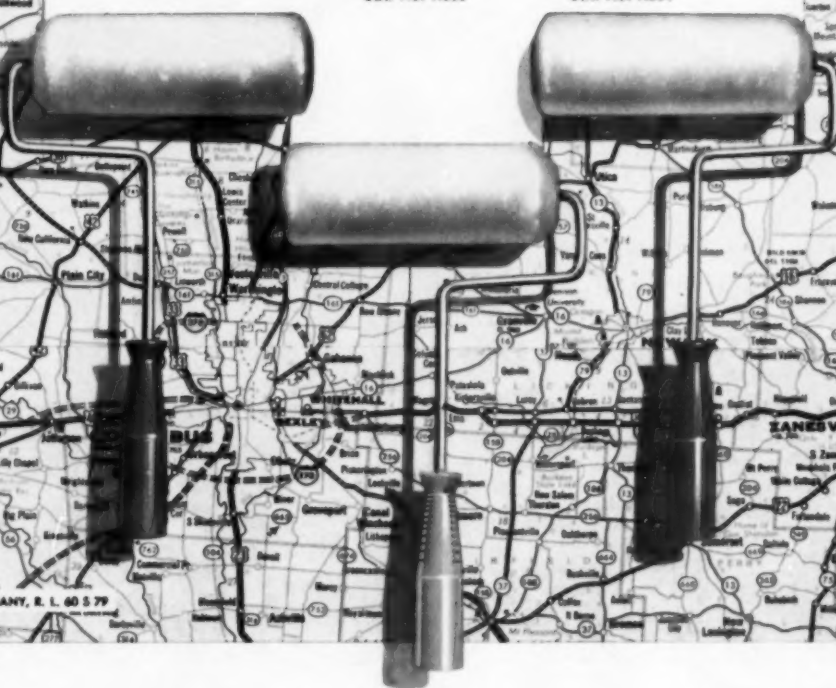
Colorful display merchandisers require minimum space and provide maximum sale appeal.



Magikoter
Roller-Go-Round
Cat. No. R866



Magikoter
Roller-Rack
Cat. No. R804



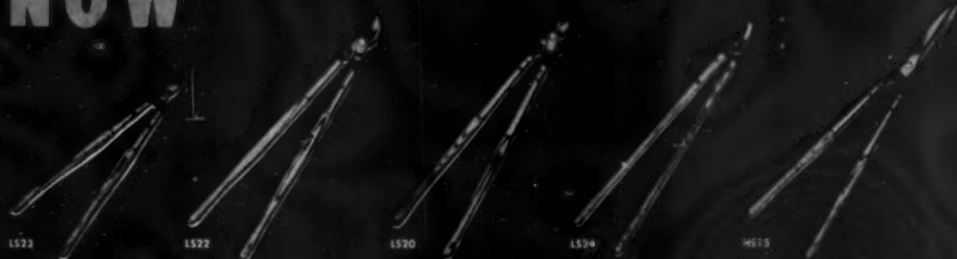
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a fresh point of view for your business



WOOSTER MAGIKOTER®

NOW



THE NAME'S AMES



ON THIS ALL NEW



COMPLETE LINE



OF GARDEN SHEARS

THE AMES NAME now gives your garden tool line even greater emphasis on **QUALITY, UTILITY, SALES PUNCH** and **PROFIT**. AMES, your standard of quality since 1774, the profit name in steel goods and shovels... brings you **HEDGE SHEARS, LOPPERS, PRUNERS** and **GRASS SHEARS** to round out your Ames Profit Line of quality garden tools! And remember, with Ames — orders are shipped from one place — all at one time!



PARKERSBURG **O. AMES CO.** WEST VIRGINIA

SHOVELS
GARDEN TOOLS
METAL HOUSEWARES
CASUAL FURNITURE

This Month with the Old Guard



With vacations out of the way Old Guard members have been hitting the road again throughout the South. Many have finished up with distributor shows just in time to make the trek to Atlantic City for the annual get together of the National Wholesale Hardware Association and the American Hardware Manufacturers Association.

Among those working the shows recently were **J. T. Cobb** and **George Taylor**. Both manned booths at the annual merchandise show in Atlanta held by Beck & Gregg Hardware Co.

From the rip-roaring town of Dallas, **Paul Speaker** writes that "the Speakers are looking forward to seeing their first grandchild for the first time early next summer. Our daughter and son-in-law teach in a Presbyterian College in Taejon, Korea and will return home for a furlough. That grandchild will be about 2½ years old. Naturally, we are anxiously awaiting their arrival."

The second oldest living member of the Old Guard, **Henry J. Turner**, passed away in May. Until his retirement some years ago, Mr. Turner was associated with Amcoin Corp.

More news from the Southwest. . . **Forrest Johnson** reports that **Scott A. Poage**, the other member of the firm of Frank & Forrest

Johnson, is a new member of the OG, having been on the waiting list for some time. Scott is married to the former **Robbie Lee Tabor** and their son, **Scott Tabor Poage**, is the grandson of **John Tabor** who for many years was associated with McLendon Hardware of Waco.

Forrest further advises that **Julie Robinett Johnson**, daughter of Dr. & Mrs. **Allen F. Johnson, Jr.**, was born June 23 and that Grandparents Forrest and Mary B. are on the mend and will be all right shortly.

Forrest goes on to say that the hardware industry is given another breather now since Allen is chief research engineer for Douglas Aircraft in Santa Monica, California. This marks the first break in a three-generation hardware family—**Homer F. Johnson** started around the turn of the century in Southern Indiana, was followed by Frank, and then Forrest who is still around.

Old Guardsmen will be saddened to learn of the passing of **George C. Barton**, who headquartered in Memphis, Tenn., as district sales manager for the O. Ames Co. George became a member of the Old Guard in 1934 and served as president for the 1952-53 term. A native Pennsylvanian, he came to Memphis from New Orleans in 1933. Surviving are the widow and a son and daughter.

Luke O. Morin, Jr., is accepting special congratulations these days. His first grandson—**Charles Duffy Franck, III**—was born June 17 in Chattanooga.

Weber Group Gathers for Sales Meeting



Company executives and salesmen of Weber Tackle Co. gathered at the home office in Stevens Point, Wis., June 6-8 for their annual sales convention. Those attending are shown above. Front row, from left: **J. A. Reynolds**, **J. F. Meehan, Jr.**, **J. F. Woodcock**, **Jack Berdan**, **Bob Abb**, **M. E. Puarlea**, **Dale Jones**, **W. W. Boscamp**. Rear row, from left: **Joe Martini**, **A. L. Bauman**, **W. R. Cook**, **J. D. Duggan**, President **E. C. Wotruba, Sr.**, **E. C. Wotruba, Jr.**, **Dick Schwebke**, **C. M. Pittman**, **M. E. Sorensen**, **Ernie Niederhauser**, **Bayard Wentworth**, **E. A. Pollock**, **G. A. Jauch**, **E. R. Crowder**, **C. R. Cook**.

NEW management! NEW improvements! NEW attachments!

As the new manufacturer of Panzer we asked the man who owns one . . . As a matter of fact, we asked a lot of people who own one. We did it by way of a comprehensive questionnaire sent to families who have purchased a Panzer over the last several years. And we received over 800 very welcome replies. It was particularly gratifying that 92% said their Panzer is giving them satisfaction! And 89% said they would buy another Panzer! They told us what they liked and what they would like to see improved. The new Panzer, of course, still has everything they like . . . The new Panzer also has the improvements!

HERE'S WHAT THEY ENTHUSIASTICALLY APPROVED: The no-clutch Glidematic Drive • Vibration-free Floating Power • Independent rear wheel brakes • Automotive differential • Panzer's extra hard working weight • Panzer's general ruggedness and reliability • Panzer's trouble-free service • Panzer's big farm tractor appearance.

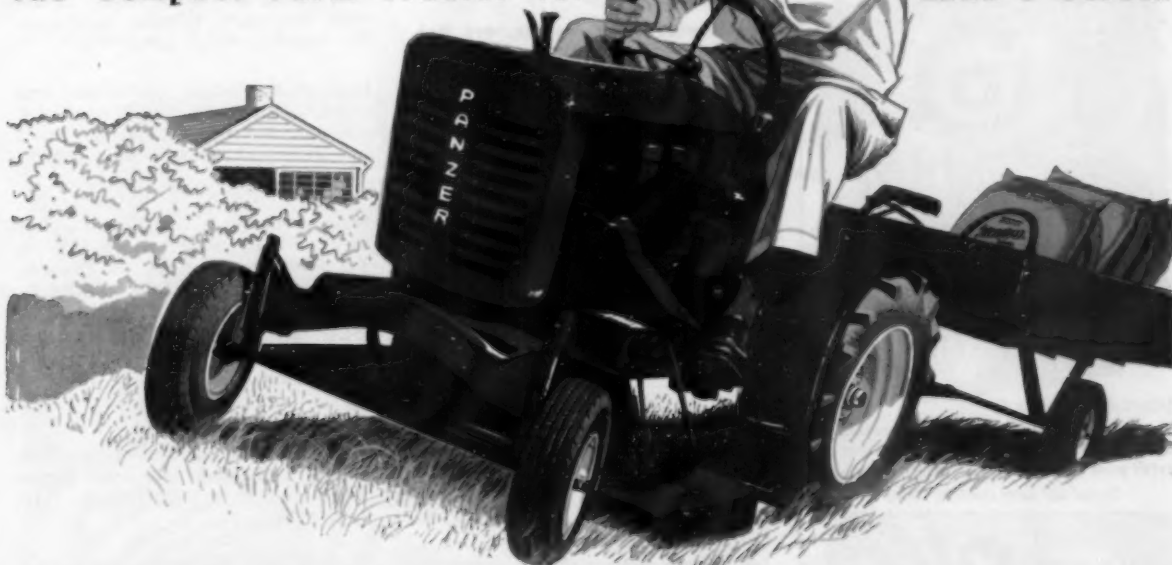
HERE ARE THE IMPROVEMENTS THEY SUGGESTED: • Extra weight in front . . . The new Panzer has 60 pounds added to the front end • Easier steering . . . The new Panzer has positive action geared steering • Faster mowing speed . . . The new Panzer now has 3 forward speeds • Easier brake adjustment . . . The new Panzer has a simplified mechanism for adjustment • Easier operation of attachments . . . The Panzer now has an improved, simplified lift mechanism • Electric starting . . . Panzer model T-10ES has a Briggs and Stratton electric starter generator and battery.

THEY ASKED FOR NEW ATTACHMENTS TOO: The customer-engineered Panzer for 1961 now has a power sprayer, power tiller, power saw and snow thrower added to its complete line of attachments. The new Panzer also has as standard equipment such extras as a counterbalanced spring rear lift, a tool box, parking brakes and rear fenders.

It adds up to making the new Panzer CUSTOMER ENGINEERED and why . . .

PANZER is your answer for greater profit in 1961

The Compact Farm Tractor for Lawn & Garden



PANZER PRODUCTS, INC., Waynesboro, Va.

A subsidiary of Virginia Metalcrafters, Inc.
Makers of quality metal products since 1890.

See us at the National Hardware Show in New York and the Mid-Atlantic Lawn and Garden Show in Chicago! Be sure to visit the Panzer booths for your FREE SOUVENIR.

NEW!

SABER SAW BLADE DISPLAY CARDS

Finest quality Whiz-Saw blades are plastic sealed on attractive display cards that can be hung in traffic areas. These cards are just what you need to meet the steady demand for replacement blades. The blades are color coded for coarse, medium, fine and metal cutting and will fit every major-make saber saw on the market.



G-57 CARD (5 x 7)

Holds 5 finest quality steel blades... all filed and set for fast, clean cut. Color coded for coarse, medium, fine and metal cutting. Suggested retail \$1.98. Packed 25 cards per box.



SERIES G CARD (3 x 6)

Holds 2 Whiz-Saw blades. Color coded. Blades are sealed in plastic. Suggested retail price \$0.79. Packed 25 cards per box.

Send for new catalog today

BUY FÖRSBERG TIME TESTED TOOLS
AND BE SURE

Forsberg

THE FÖRSBERG MFG. CO., BPT., CONN.

Representatives:

H. A. Varner Assoc., 1601 Cranway Drive,
Houston 24, Texas; Mr. R. E. Cox, 5930
Mockingbird Lane, Dallas 6, Texas.

INDUSTRY NEWS

Atlas-Aire Buys Heineke's Excello Mower Tooling

ATLAS TOOL and Manufacturing Co., St. Louis, announces the purchase of the reel mower manufacturing equipment of Heineke & Co., Springfield, Ill. All the engineering and tooling will be included in this purchase.

Heineke and Co., established in 1902, has manufactured reel mowers under the "Excello" trade name. Atlas now will manufacture the same reel mowers under its trade name, "Atlas-Aire."

These reel mowers are part of the Atlas expansion program. This will finalize their program for 1961 with "a complete line of mowers from a single source."

CONVENTION DATES

National Events

National Hardware Show, October 10-14, Coliseum, New York City. Frank M. Yeager, managing director, 331 Madison Ave., New York 17, N. Y.

National Wholesale Hardware Assn. joint annual convention with the **American Hardware Mfrs. Assn.**, Oct. 16-19, Atlantic City, N. J. Headquarters, Dennis and Shelburne Hotels. Thomas A. Fernley, Jr., NWHA managing director, 1900 Arch St., Philadelphia 3, Pa. Arthur L. Faubel, AHMA secretary, 342 Madison Ave., New York 17, N. Y.

Mid-America Lawn, Garden, and Outdoor Living trade show, November 13-15, Navy Pier, Chicago, Ill.

National Housewares Manufacturers Association, Winter National Housewares Exhibit at Exposition Hall, Chicago, Jan. 16-20, 1961. Dolph Zapfel, Secretary, 1130 Merchandise Mart, Chicago 54, Ill.

State Conventions

Alabama, convention and exhibit, Mar. 7-9, Municipal Auditorium, Birmingham. Hotel Tutwiler headquarters. Secretary, A. B. Hill, 2201 Highland Ave., Suite 207, Birmingham 5.

Arkansas, convention and exhibit, Feb. 12-13, Robinson Auditorium, Little Rock. Marion Hotel headquarters. Executive Secretary, Tom R. Pinckney, 1014½ Main St., Little Rock.

Carolinas, convention and exhibit, Feb. 21-23, Radio Center, Charlotte, N. C. Hotel Charlotte headquarters. Managing Director, Martin F. Kaelke, 412 Louise St., Charlotte 7, N. C.

Oklahoma, convention and exhibit, Jan. 27-29, State Fair Grounds, Oklahoma City. Shirvin Hotel headquarters. Office: Association Bldg., 607 N. Dewey Ave., Oklahoma City.

Tennessee, convention and exhibit Feb. 5-6, Fairgrounds Coliseum, Nashville. Secretary, Rufus J. Parish, P. O. Box 784, Nashville.

Kentucky, convention and exhibit, Feb. 14-16, Kentucky Hotel, Louisville. Secretary, Edward H. Keiley, 501 Republic Bldg., Louisville 2.

Louisiana-Mississippi, convention and exhibit, Jan. 29-30, Heidelberg Hotel, Jackson. Managing Director, David O. Mansfield, Box 1696, Jackson, Miss.

Texas, convention and exhibit, Jan. 22-24, Statler Hilton Hotel, Dallas. Executive Director, R. M. Souder, 1108 Gibraltar Life Bldg., Dallas 1.

Tri-State, convention and exhibit, Feb. 12-13, Herring Hotel, Amarillo, Tex. Secretary-Manager, R. B. Allen, P. O. Box 269, Canyon, Tex.

Virginia, convention and exhibit, Feb. 5-7, Hotel Roanoke, Roanoke. Secretary, George T. Omohundro, Jr., Scottsville.

West Virginia, convention and exhibit, Feb. 26-28, Hotel Frederick, Huntington. Managing Director, Leonard Holden, P. O. Box 1005, Parkersburg.

REPEAT EVENT FOR

Christmas SELLING



by

Hanson

Special

Deluxe Drill Set Display

No. CP 4113

Christmas comes early for Hanson dealers. Now, the finest, fastest selling drill set has taken on special Christmas trimmings to help you to sell more as gifts. The Hanson No. 113 Drill Set includes 13 High Speed Steel Drills from $\frac{1}{16}$ " to $\frac{1}{4}$ " in the finest drill case ever designed. From now until Christmas each set will have a colorful gift wrapper, and the Self-Seller Hanson 11" x 14" Christmas display card will stimulate impulse buying. Both the display and Christmas wrappers are Hanson extras—no charge, of course, to you.

YOUR COST
for 4 Drill Sets

\$14⁹⁵

Retail Value \$25.00

The Display and Christmas Box
Wrappers are FREE



Ace Super-Set of Taps and Dies

With Special Christmas Display Insert

No. CP 614

Here's another money making idea for Christmas selling... Hanson's Super-Set No. 614, containing 39 top quality taps, dies and tools, in the finest of cases is ready as a Self-Selling Christmas gift item. All you have to do is lift the cover and let the attractive Christmas insert do the rest. Every Super-Set shipped before Christmas will contain a display insert. It's a Super-Set for mechanic or handyman... a Super-Seller for you.

Special Price for
Christmas Promotion

YOUR COST

\$16⁷⁷

SUGGESTED
RETAIL \$27.95

AVAILABLE FROM THE LEADING HARDWARE WHOLESALERS

See these Hanson Christmas Promotions
at Booth No. 156—National Hardware Show

HENRY L. HANSON COMPANY
25 UNION ST., WORCESTER 8, MASS., U.S.A.



Galbraith's new office-warehouse facilities affords 90,000 square feet of space.

Galbraith Steel & Supply Co. Opens New Facilities in Lubbock, Texas

GALBRAITH Steel & Supply Co., one of the largest building material wholesalers in the Southwest, recently opened a giant new office-warehouse facility at Lubbock, Texas. More than 500 dealers and guests attended the formal grand opening.

The new establishment, replacing the Old Galbraith location in Lubbock, stands at 44th Street and Avenue "A" in a new industrial district, an area developed by the Fort Worth & Denver Railroad.

The new location involves a tract of land of 300,000 square feet. Key building on the property is a 90,000 square foot office-warehouse combination of highly functional design. The warehouse

section utilizes natural light gained from 94 plastic skydomes in the roof. The building has 14 truck loading docks and eight railroad car spots and is equipped with an intercom system. In addition, all fork lift trucks have two-way radio communication!

Adjacent to the main warehouse is an additional storage facility for non-combustible goods. This building covers 20,000 square feet.

Offices are situated in an air-conditioned wing of the main warehouse building. Here the most modern equipment facilitates order processing, billing, inventory control and other bookkeeping procedures.

The Galbraith branch at Lubbock serves the Panhandle and

south Plains region of Texas, eastern New Mexico and southwest Oklahoma. The area involved extends roughly within a 250-mile radius of Lubbock. Twelve sales representatives travel this territory.

Fifty office and warehouse personnel make up the Galbraith organization at Lubbock. Heading the operation is J. P. Elms, branch manager. He is capably assisted by: A. C. White, purchasing agent; Ned Craig, office manager; Delton Tapp, catalog department supervisor; and H. B. Stewart, warehouse superintendent.

Besides building materials of all types, Galbraith also stocks: hardware, plumbing, electrical goods, sporting goods, steel products and water well equipment.

Galbraith Steel & Supply has its general offices in Dallas, Texas. It operates branches at Lubbock and San Angelo, Texas. The company was founded in Lubbock in 1933.

The business is a partnership owned by J. L. Foxworth, J. C. Galbraith, Jr., and H. S. Galbraith.

Erath Elected President of Sporting Goods Jobbers

BOB ERATH, president of the Bob Erath Co., South Bend, Ind., was elected president of the Sporting Goods Jobbers Association at the Association's annual dinner meeting held August 1 in Chicago. Erath has been serving as treasurer of the Association and served previously as secretary, director, and chairman of its legislative committee.

Elected to serve with him were Ward Munson, Munson Sporting Goods Co., West Covina, Calif., first vice-president; Walter Grody, T-High Sports Equipment, Syracuse, N. Y., second vice-president; and James I. Rorke of the Robinson Co., Atlanta, treasurer.

New directors elected at the meeting are Jack Husbands, Morrow-Thomas Hardware, Amarillo, Texas; R. H. Patterson, Kunkels Sporting Goods, Davenport, Iowa; Harold B. Evans, T. H. Bradley Co., Watertown, N. Y.; Mrs. John Biewer, J. A. Biewer Co., St. Clair, Mich.; and William Faunce, Sr., Bostwick, Braun Co., Toledo, Ohio.



More than 500 dealers and guests attended the formal opening of the new building.

Holt to Head Sales, Rome Hardware Co.

HUGH C. HOLT recently joined Rome Hardware Co., Rome, Ga., in the capacity of sales manager and will be responsible for all sales, both house and outside, ac-



Hugh C. Holt

cording to Bernard M. Neal, executive vice-president.

Holt formerly was associated with C. M. McClung & Co., Knoxville, Tenn., as sales representative in Alabama and North Georgia.

Louis Diel Joins S. B. Hubbard Co.

LOUIS DIEI recently joined the S. B. Hubbard Co., Jacksonville, Fla., in the capacity of buyer of housewares and sporting goods. He has moved to Jacksonville from Grand Rapids, Mich., where for the past 21 years he was with Michigan Hardware Co. At Michigan Hardware he had served as salesman, in the credit department, and was buyer when he left the company.

Elder to Represent Russell & Erwin Div.

RICHARD W. ELDER has been named sales representative in Georgia and Alabama for the Russell & Erwin Division of American Hardware Corp., New Britain, Conn.

A member of the American Society of Architectural Hardware Consultants, Elder served for four years in the New England territory.

Nicholson File Holds Annual Meeting



Nicholson File Co. of Providence, R. I., held its annual sales meeting at the Anderson, Ind., plant recently with sales representatives and management personnel present. The Indiana plant is Nicholson's main production unit for more than 6,000 types of files and rasps.

James P. Townley Heads Townley Hardware

JAMES P. TOWNLEY was named president of the Townley Metal and Hardware Co., Kansas City, Mo., at a recent meeting of the board of directors. He previously was vice-president and general manager to the president.

Further changes in the officers of the company were announced as follows: Webster W. Townley from president to chairman of the board; Edwin R. Morrison from chairman to vice-chairman of the board and general counsel. Other officers of the company are Robert F. Lindsay, vice-president in charge of sales; A. E. Bartholomew, treasurer; and J. Robert Strandmark, secretary.

James Townley became active in the company in 1933, and has served as vice-president and general manager since 1951. He is vice-president of the National Wholesale Hardware Association, a director of the University Club, and on the Board of Governors of the Kansas City Museum.

Webster Townley became active in the company in 1926, and has served as president from 1951 to the present. He is president of the River Club, director of the North Central Business and Improvement Association, and past president of the Industrial Council.

Edwin R. Morrison, senior partner of the law firm of Morrison, Hecker, Buck and Cozad, has been a director of the Townley Co. for the past 25 years. As vice-chairman of the board and general counsel of the company, he will continue to play an important part in the management of the company.

Webster and James Townley

are grandsons of the founder of the company, James P. Townley, who came to Kansas City as a young man in 1884 to establish the Townley Metal Co. for the distribution of tinners supplies, stoves, and metal products. The present-day wholesale distributor of general hardware serves trade throughout a six-state area.

Fry-Holbrook Firm Expands Sales Force

FRY-HOLBROOK and Associates, Inc., manufacturers' representatives headquartered in Atlanta, Ga., announce the appointment of Richard J. English to their sales force.

English will do dealer sales promotion work in behalf of the Devcon Corp., Danvers, Mass.; Evans Rule Co., Elizabeth, N. J.; and Gilmour Manufacturing Co., Somerset, Pa.



Richard J. English

The BIG plus you get with

Savage

...the instant
that gives

Just a touch of your
the cutting height

- Quicker starting in heavy grass!
- Split-second adjustment for rough ground or overgrown areas!
- Close-cropped cutting for velvet lawns!

PUT A LIFT IN

See them at the Hardware Show

Savage mowers are



is **TIP★TOE★MATIC!** cutting height adjustment a lift to your profits!

toe raises or lowers
instantly: provides...

- Instant, easy seasonal adjustments
for spring, summer and fall!
- Safest height adjustment
on any rotary mower!



YOUR SALES by featuring **Savage** mowers in '61

— ask your distributor — or write to **Savage Arms Corporation, Lawn Mower Division, Chicopee Falls, Mass.**

precision engineered and fully guaranteed by the makers of world-famous **Savage** firearms.

The Savage line is complete . . . the right mower
at the right price for every prospect!

Savage

6 SAVAGE Super Chief models

19" and 22" rotaries
with TIP-TOE-MATIC.
22" self-propelled rotary
with TIP-TOE-MATIC.
18" and 21" reel type.
26" rotary rider.



9 SAVAGE models

19", 22", and 24" rotaries.
22" self-propelled rotary.
18" and 21" reel type.



National Lock Announces Sales Appointments

MEDALIST hardware division of National Lock Co., Rockford, Ill., has named W. E. Cowan as its representative in a new sub-territory headquartered at Fort Smith, Ark. Cowan's new address is 5606 Col-



Cowan

Pumilia

ins Ave., Fort Smith. He formerly represented Medalist in San Antonio, Tex., sub-territory of Medalist's Fort Worth, Tex., warehouse. The new sub-territory includes Arkansas, and parts of Oklahoma and Tennessee.

In addition, National Lock has named Carl Pumilia as its new industrial division sales representative in a new territory headquartered at Fort Smith.

Medalist division of National Lock manufactures a wide range

of residential hardware. The industrial division manufactures a full line of hardware, plastics, and screw products for the furniture, appliance, automotive, and other industries.

W. E. Smith, of Oklahoma Hdwe., Wins Paris Trip

W. E. SMITH, president of the Oklahoma Hardware Co., Oklahoma City, has been named a winner in the General Electric Portable Appliance Division contest which was held this year for wholesalers. He and Mrs. Smith were to leave for Paris on September 20 for a week's stay.

The announcement arrived at the close of the firm's sixth annual Fall Market which again proved to be very successful.

Lewis Named Sales Rep for Harnell - George Hine

THOMAS W. LEWIS, of Ormond Beach, Fla., is now exclusive Harnell-George Hine Products Co. sales representative for the states of Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, Tennessee, South Carolina, Virginia, and West Virginia. The announcement was made by Larry Spooner, sales manager.

O. Ames Co. Appoints Sales Manager Assistant

THE O. AMES Co., Parkersburg, West, Va., announces the appointment of Frederick F. Forbes as assistant to the sales manager, Tool Division. Forbes' new responsibili-



Frederick F. Forbes

ties also will include coordination of advertising, cataloging and new product development.

For the past five years, Forbes has served as Middle Atlantic district sales manager for the company. Prior to that he had been in the Market Research Department of Scott Paper Co.

Wood Shovel & Tool Holds Fourth Annual Sales Meeting



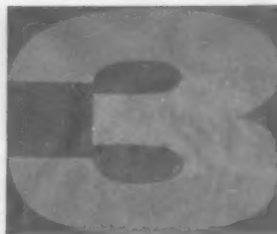
New products and new packaging methods were presented by The Wood Shovel and Tool Co., at its fourth annual sales meeting held recently at the company offices in Piqua, Ohio, and the Trojan Motor Inn at nearby Troy. Officials and representatives attending the meeting included, left to right, 1st row: V. G. Scott, W. D. Peabody, D. F. Peck, R. E. Navy, J. M. Frame, vice-presidents in charge of sales planning, sales service, sales development, manufacturing, and handle operations, respectively; W. B. Wood, president; B. B. Wood, executive v.p.; E. D. Marvin, senior v.p.; H. E. Stump, plant superintendent; and R. E. Fultz, Charlotte, N. C. 2nd row: J. H. Cochran, Atlanta, Ga.; Art Frame, Wapakoneta, Ohio; R. E. Spahn, Chicago; Charles Miles, White Mills, Pa.; Wayne Havens, Ft. Worth, Tex. 3rd row: R. E. Milleck, comptroller; T. W. Jacob, San Francisco; Dale Wolf, White Mills; R. Riegert, treasurer. 4th row: A. C. Brauer, Piqua; D. B. Cochran, Spokane; H. F. Juckett, assistant sales manager; E. J. Prior, Fairfield, Conn. 5th row: W. W. Bender, Philadelphia; R. Miles, v.p., White Mills; and L. E. Durlap, Minneapolis.



The most popular Black Diamond files come with a sturdy, attractive orange and black Hi-Impact plastic handle.



They're mounted on bright orange, hard selling cards with suggested uses and the price indicated.



Each file handle and card are encased in a gleaming skin pack to keep everything factory fresh.



A free display comes with the 48-file assortment. Lightweight, permanent, ideal for counters or pegboards.

Add up all these merchandising extras and you get an effortless sales booster . . . designed to stop shoppers cold. Order now from your regular Black Diamond wholesaler.

Handles designed and made by Danco Mfg. Co.—a Nicholson subsidiary

HERE'S WHAT YOU'LL MAKE

Retailer's Cost \$24.20

Retailer's Selling Price . . . \$36.30

Retailer's Profit \$12.10

Nicholson File Company, Providence 1, R. I. • Files • Rotary Burs
Hacksaw and Band Saw Blades • Ground Flat Stock • Industrial Hammers

BLACK DIAMOND



FOUR GREAT IDEAS FOR SELLING BLACK DIAMOND FILES



Introducing...

a brand new sprinkling concept
the **ROCK'N RAIN**
WAVE-IMPULSE SPRINKLER

"FLIPPER" ASSURES
EVEN WATER
DISTRIBUTION

EXCLUSIVE
ROCKING ACTION

PATTERN WIDTH
CONTROL

PATTERN LENGTH
CONTROL

HYDRO-JET DRIVE — THE
POWER IS IN THE NOZZLE
NO GEARS TO CLOG

**A
SHERMAN
FIRST!**

- Newer than new — the all-purpose sprinkler!
- Exclusive Sherman Design —
- Rust-proof automotive-type finish
- Hydro-jet Drive! Trouble-free operation!
- Pattern length and width control
- Advanced styling — precision engineered!

The Rock'n Rain — new in design — new in concept.

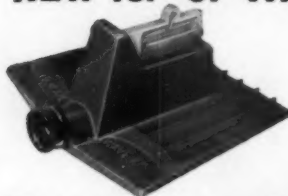
Sherman has combined the best features of America's two most popular sprinklers — the conventional gear-type oscillating and the impulse-type. The special Hydro-jet drive powers the Rock'n Rain using only a fraction of the water required by conventional oscillating sprinklers. For the first time, dual adjustments control the width of the spray as well as the length — exclusively with Rock'n Rain. It is the one truly all-purpose sprinkler available today!



NOW READY!

NEW 1961 SHERMAN LAWN HOSE GOODS CATALOG! It's loaded with new and improved products that mean PROFITS for your lawn and garden department!

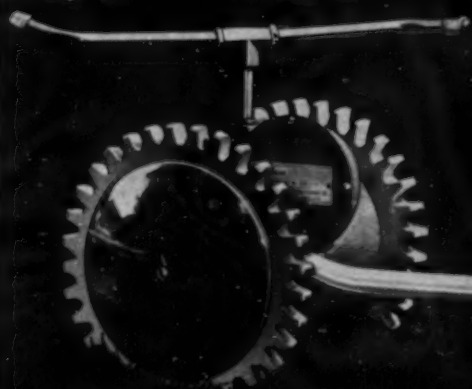
NEW for '61 WAVE-KING



America's
Lowest Priced
Wave Sprinkler!
ONLY \$2.95
list

H. B. SHERMAN MANUFACTURING CO.
Battle Creek, Michigan

NEW FOR '61



THE RAINGER

AUTOMATIC LAWN SPRINKLING AT MODERATE COST!
The RAINGER—brand new from Sherman! It walks as it waters, faithfully follows hose in any desired pattern, then shuts itself off when the job is done! The new RAINGER is quality-built for years of trouble-free service. Its modern, functional design and rust-proof finish make it a welcome addition to any well kept lawn!

- WALKS AS IT WATERS—SHUTS OFF AUTOMATICALLY!
- POWER TO SPARE—TRACTOR-TYPE WHEELS GENTLY GRIP LAWN
- INTERCHANGEABLE WHEELS PROVIDE TWO-SPEED OPERATION
- POSITIVE PAWL DRIVE FOR SMOOTH TRAVEL!
- SPRINKLES AREA 50' BY 200' (or more)!

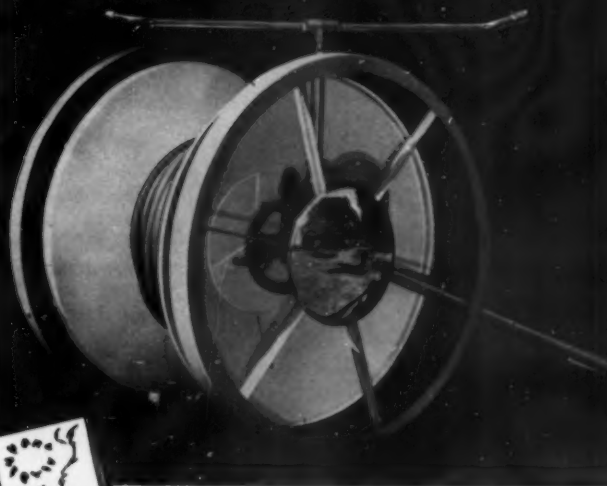
AMERICA'S FINEST TRAVELING PAIR!

The TRAVELER

IT WALKS, WATERS, WINDS UP HOSE, SHUTS ITSELF OFF! THE ONLY ONE OF ITS KIND! The Traveler meets the needs of modern suburban living through superb automatic performance!

It travels up to 200', laying down the equivalent of 1" soaking, gentle rain. When the sprinkling chore is done, the hose is neatly coiled and ready for convenient storage until needed again.

- IDEAL FOR HOMES, INSTITUTIONS, FACTORIES—WHEREVER A LARGE LAWN DEMANDS THE FINEST CARE!
- POWER TO SPARE—2600 to 1 WHEEL/SPRINKLER HEAD RATIO
- BEAUTIFUL FINISH—AUTOMOTIVE-TYPE BAKED ON ENAMEL
- PRECISION ENGINEERED—BUILT FOR YEARS OF DEPENDABLE SERVICE!



NOW READY!

NEW 1961 SHERMAN LAWN HOSE GOODS CATALOG.
It's loaded with new and improved products that mean PROFITS for your lawn and garden department.



H. B. SHERMAN MANUFACTURING CO.
Battle Creek, Michigan

VISIT US AT THE SHOW

See the complete new line of 1961 Sherman Sprinklers and Lawn Hose Goods at the National Hardware Show, Booth 771, October 10 through 14 in New York.

SOUTHERN HARDWARE for October, 1960

For more information use Handy Return Card, Page 51

the ideal metal roofing nail
SEALS ITS OWN HOLE!

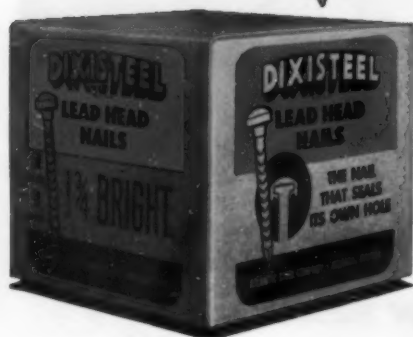


DIXISTEEL

TRADE MARK

LEAD HEAD NAILS*

*Made under patent number 2077784



The ideal roofing nail in the ideal package—handy 50-pound Nail Caddy.

Sell this nail with the full assurance that it can't be over-driven; that its head will not fly off because of contraction or expansion of roofing during weather changes or high winds; that the lead head will spread and seal the nail hole to prevent leaks.

Display DIXISTEEL Lead Head Nails where customers can see them—and watch sales grow!

Order from your wholesaler or jobber.

● **Free samples on request!**

Packed in 50-Pound Nail Caddy

EASY TO DISPLAY ● EASY TO HANDLE ● EASY TO STORE

ATLANTIC STEEL COMPANY • ATLANTA 1, GEORGIA

P. O. Box 1714 • TRInity 5-3441

Increased Paint Sales

Fairway Hardware's 5-point technique

- a semi-private setting
- a well-chosen inventory
- accessories nearby
- suggestive selling
- use of direct mail

By Grier Lowry

Assisted by Owner Gene Kresin, the lady finds it easy to select the paint she needs and the accessories. Well-planned fixtures and a full inventory step up sales.

LAST YEAR, Fairway Hardware, in Fairway Shopping Center, suburb of Kansas City, Kansas, moved \$30,000 worth of paint from a 16-foot, floor-to-ceiling, shelf display. This year, the store owner, Gene Kresin, expects to beat last year's figure by a good 20 percent, probably more.

Always one of the three major departments at this modern, well-stocked store, the paint area continues to register steady growth. There are basically five points in the owner's paint merchandising technique:

1. An inviting, semi-private setting which is well-lighted and measures 30 x 35 feet with a location just off the main showroom. With privacy, paint shoppers may work out their problems leisurely.

2. A \$4,000 inventory that satisfies the brand-preference shopping habits of the area's residents with a selection of five nationally-known brands. "We seldom lose a





Diligent suggestive selling, with add-on items recommended with each sale, builds up unit sales in the paint department. Here, Owner Kresin stresses application techniques thoroughly to customer.

sale because we don't have the brand, or kind of paint the customer desires," says the retailer.

3. Location of a selection of companion sellers with paint either directly in the department or near it. Merchandise such as cabinet hardware, ladders, etc., receives prominent display near the department.

4. Diligent suggestive selling. Unit sales are constantly moving up at this store as a result of the above-average number of multiple sales made by suggesting other items the customer may need.

Using Direct Mail

5. Constant use of direct mail promotional tie-ins with manufacturers. There is never a dull promotional moment in this department since immediately after one manufacturer's direct mail campaign ends, the store latches on to another one. This owner has achieved consistently good results from circularizing the area with pamphlets, color charts, etc., which often spotlight one or two attractively-priced seasonal paint items as a traffic inducement. This

material often is sent out directly by the manufacturer, using mailing lists provided by the dealer, or directly from the store.

A model of efficiency and beauty, the new paint room was designed and built by the owner. Located between the main sales room and the lawn and garden department, it features an 18-foot section of shelving on each side of the room. These fixtures are completely wall-hung and supported by extra-heavy-duty shelf standards and brackets made out of 2 x 4s and 2 x 6s. There are no unsightly posts to block the view of customers, yet the fixtures are unusually sturdy.

Built of three-quarter-inch plywood, each of the two fixtures incorporates nine shelves which measure 24 inches deep in the lower portion and 16 inches in the upper level. In the center of the fixtures are projecting tabletop shelves which are convenient for putting merchandise that the customer is inspecting, for literature, etc. The fixtures are finished in apple green.

The merchandise is arranged conveniently with all gallons,

quarts, pints, and half-pints together in the various brands and types of paint. Cans are numbered to correspond with catalog numbers.

The basic arrangement puts the 16-foot cabinet hardware shelf-type display against a wall at the front of the department. Just inside the entrance to the department is a 2 x 8-foot island display devoted to "bread and butter" sundry items.

Rack-Type Fixture

In the center of the layout is a small rack display of pegboard. Another centrally-located rack-type fixture features steel wool on one side and small cans of floor varnish on the opposite side. A back-corner alcove is the "Mixing Corner" where a wide assortment of color oil pigments and an electric mixer are kept.

Against the back wall are two floor-to-ceiling, 8-foot pegboard displays. One of these is utilized for brushes in a variety of sizes, the other for miscellaneous sundries—wall cement, stirring paddles, scrapers, waterproofing.

\$30,000 worth of paint was sold from a 16' area last year. Tie-in sales brought additional volume.

In arranging the stock on the two main paint fixtures, the retailer arranges the best-selling brand on the fixture against the inside wall which isn't visible to traffic in the front salesrooms. Customers call for this brand, and it doesn't need prominent display, the owner reasons. On the paint fixture on the opposite side of the room, which is completely visible to front traffic, the dealer arranges stock representing three major lines of boat and marine finishes, wood stains, aluminum paint, screen paint, etc.

"We use a front island for fast-turnover sundries," Kresin said. "Items like sandpaper, caulking compound, etc., sell better, mainly, because they are displayed at the front of the department. Our sandpaper sales average 50c.

"Steel wool sales also increased after we put it out on strategic, centrally-located, self-service display," he advised. "We stock steel wool in several price ranges. The customer can buy it by the piece at 9c or by the carton at 69c. In lower shelves, we even stock the full pads of sixteen."

The ability to mix any color paint the customer may need—from wood stains to exterior finishes—is one of the key factors behind his rising paint volume, the Kansas dealer said.

"Color is everything in this area," he reports. "The fact that we feature 900 colors in one book alone which can be mixed using color pigments and neutral colors, is an important customer-pleasing feature.

"We're in an area of people in middle to upper income brackets who are distinctly improvement-minded," he added. "About 90 percent of our exterior paint volume is composed of pastel colors which are mixed to suit the customers' tastes."

(Continued on page 74)



The electric mixer in the "Mixing Corner" enables store to give customer most any color he wants and has been a key factor behind rising volume.



Placement of the cabinet hardware display at the front of the paint department produces steady tie-in sales. People who re-decorate often replace the hardware as part of the project. The 16' display contains a wide variety of the items.

INVENTORY SYSTEM speeds turnover and reduces stock

[illegible]

WHEN JOE R. Rehmet became manager of Hill's Downtown Store in Alice, Texas, he not only carried with him considerable hardwaring experience, but a supply of stock inventory cards. Hill's Downtown Store is the hardware operation of Hill Machinery Co., and for several years Rehmet had been in charge of hardware there and also at one time he had been parts manager.

With the supply of inventory cards borrowed from the machinery company, he set about improving with them to establish an inventory system for the hardware store that, by now, has developed into a semi-perpetual record-keeping plan that has reduced stock investment in many lines and increased turnover in most departments.

SOUTHERN HARDWARE for OCTOBER, 1960

From hidden quarters—

TOYS win

a place of their own

By Ross L. Holman



Mrs. Wrinkle interests two female youngsters in one of the Pony Tail Items.



Boys are fascinated by the model kit display.

Manager Wrinkle looks on as his daughter-in-law helps bride-elect select china pattern.



Walter H. Allen Co. Moves into New Home



Following a pattern of continual growth since its modest beginning January 1, 1935, the Walter H. Allen Co. recently moved into a new building in Dallas, Texas, which totals 190,000 square feet of space and carries a stock of one and one-half million dollars. A leading distributor in the Southwest, this is the company's third major expansion. The new building is located on a tract of land that contains 16 acres so as to provide for future growth.

Mama wanted to buy a baby garbage truck for her small son, the Wrinkle salesman would likely as not find it on a shelf somewhere between a washtub and a box of detergent. In fact, it might not occur to the mother to inquire for it at Wrinkle's at all, except around Christmas. That's the season when practically every store, even a hardware store, is expected to keep a few toys lying around somewhere.

Active Business

Although toys were slow-moving seasonal items, Wrinkle had always done an active business in most of his store's stable lines. His store and its personnel had for many years stood high among McKenzie's business establishments. But the more Wrinkle thought about it, the more determined he became to get these items of juvenile interest off of dead center. He wanted to make somebody's heart love these toys just as well in May as in December.

That was when he gathered up all the toys from over the store, bought up a lot more, and gave them a place of their own, all by themselves. He arranged them in an attractive attention-getting display in one place, so that everywhere a kid looked there would be a toy, instead of a wash bowl or some other non-toy item.

For the past three years the toy department has been in the front part of the basement adjacent to the street. When you enter the front door one of the first things that meets your eye is a stairway,

at the bottom of which you can see—without descending a single step—a great profusion of bikes, model kits of airplanes, boys' archery sets, little girls' pony tail kits, and everything else to make a youngster's heart sing.

Since all this began happening three years ago the turnover of toys has accelerated to the point where they now require an exclusive saleslady in the person of Mrs. Bailey Wrinkle, Amos Wrinkle's daughter-in-law and wife of the son and junior partner.

One of Mrs. Wrinkle's great assets is her love of children. She knows what appeals to youngsters and how to fire their interest when they drop in after school or on holidays to explore.

For one thing, she is aiding and abetting a new juvenile craze in McKenzie—one that is already boosting a certain line of toys in other parts of the country. Nearly all boys, from sub-teen years up to a girl-craze age, or even older, are seeing visions and dreaming dreams of being some kind of airplane wizard. And since space flights are a part of the day's news, there is no limit to the number of new worlds they expect to explore if and when.

To feed this craze Mrs. Wrinkle keeps a heavy stock of model plane kits. When a certain type of plane figures in the news she lets the boys know she has the miniature model of that plane in stock. The youngsters come around and buy. The kit contains the miniature model in a knocked-down form with printed instructions on how to put it together. A boy buys

the kit and Mrs. Wrinkle sells him a separate tube of glue with which to stick it together. And, since he wants the assembled plane to look like the real thing she suggests that he buy the paint for the necessary coloring.

This demand for model kits extends to aircraft carriers, other naval vessels, submarines, tanks and other vehicles of all kinds. When Commander Anderson sailed under the North Pole, Mrs. Wrinkle ordered a big supply of model kits of his submarine Nautilus. The Nautilus demand produced such a complete sellout she couldn't keep enough of the kits in stock before interest in the exploit subsided. Later on kits of the Skate, Sea Wolf, and others went over.

Every vehicle mentioned in the current news creates a model kit demand. Wrinkle has three or four suppliers that are able to keep these kits coming, according to news interest. There are in stock kits of the Curtiss SBC-3 Hell-diver, the British Spitfire, and others. One youngster who didn't want to miss anything, came in and asked for a model kit of the first space platform which he presumed was already built and set to go.

Create Demand

With a little promotional effort the demand for model kits of talked-about vehicles can be created easily in most any community. It is something growing youngsters seem to go for with eager enthusiasm. It is a wholesome hobby that many parents endorse as something to keep the boy's mind occupied.

One juvenile customer of Mrs. Wrinkle's has bought a kit model of every vehicle she has in stock. It is a hobby collection of which he is very proud.

This hobby frequently extends beyond Junior to the Papas themselves. Sometimes Dad and Junior work together on their display. Occasionally the little girls in the family start a kit model collection.

The interest extends to historical vessels and vehicles. This is especially true among the school children who have history as one of their subjects. Mrs. Wrinkle, for example, has a kit model of the Santa Maria, one of the three ships used by Columbus in his discovery of America. When the class gets to the historic period in

(Continued on page 80)

B. E. Harris, of Harris Hardware Co., Ashland City, Tennessee, believes the merchandising of water systems offers great profit potential for the small town hardware dealer.

By William R. Palmer

As the customer selects a pump, he visualizes other conveniences now possible: a hot water heater, bathroom, water to the barn, etc.



Chain-reaction buying follows water systems sales

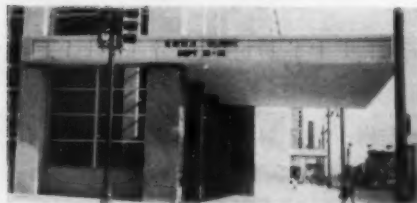


EVEN MORE water systems could be sold through Harris Hardware Co. by B. E. Harris, if he weren't so busy being mayor of Ashland City, Tennessee.

Harris calls a water system a "key product" in merchandising. This is because of the inevitable chain reaction buying it sets off. First a kitchen sink is bought, then piping and fittings to the barn and poultry houses. A hot water heater follows in the house. Usually the bathroom comes next in a \$500 package.

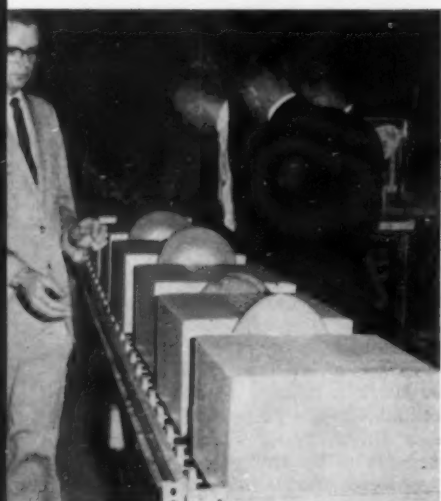
Finally a washing machine is bought. It is usually an automatic, because when a farm woman puts in a labor-saving machine, she wants it to do the whole job. In some farms Harris has actually installed an automatic washer before he has put in a bathroom! With the automatic washer a larger hot water heater is usually needed.

The average water system installation runs around \$600, if it is
(Continued on page 85)



SWHA's Young Rebels Score Big with

Warehousing Clinic



Equipment demonstrations captured the interest of the crowd, while the lecture by W. F. Gutwein, center photo, on labor relations was a highlight of clinic activities.

THE WELL-PLANNED, smoothly-staged Materials Handling Clinic, held September 13-14, under the sponsorship of The Young Rebels of the Southern Wholesale Hardware Association, received high praise from distributors from throughout the United States and Canada who gathered in Memphis for the event.

More than 120 persons were on hand representing 67 wholesale hardware firms, a majority of them members of either the South-

ern or National associations.

There were no disappointments in an action-packed, two-day program that kept visitors busy throughout the time, observing the most modern materials handling equipment in action, and picking up labor- and time-saving ideas from the displays and demonstrations of numerous factory representatives.

The event, aptly termed "a working clinic" by Leslie M. Stratton, III, chairman of the planning

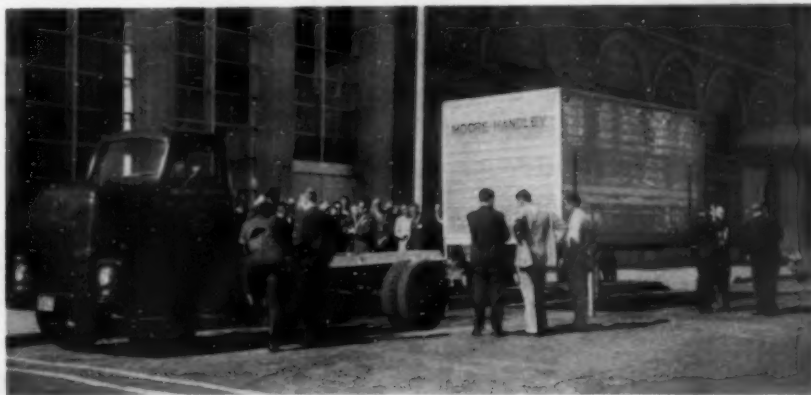


Shown here are W. A. Parker, Jr., Young Rebels "Colonel", and Leslie M. Stratton, chairman of the clinic planning committee.



Box lunches were served both days during the clinic.

Visiting wholesalers moved outside the Ellis Auditorium to watch demonstrations of MorHaul trucking equipment.



committee, got underway on September 12 with tours of the facilities of Stratton-Warren Hardware Co., and Orgill Bros. & Co.

The schedule of events then covered such warehousing operations as the handling and storage of incoming merchandise, order selection, packaging and labeling.

Highlighting the program was a timely and forcefully-presented discussion on labor relations by W. F. Gutwein, a nationally-famous consultant. His concrete list of do's

and don'ts in negotiating with unions held the attention of the crowd throughout a two-hour lecture.

To save time, visitors were served box lunches at the Ellis Auditorium, where the clinic was held. And the entire group gathered for a formal dinner at the Claridge Hotel on the clinic's first evening.

Certainly, an important byproduct of the clinic was the opportunity it gave wholesalers from

different sections to mull over mutual operating problems. Scattered groups carried on such discussions well into the night.

Every company participating in the clinic received a handsome bound volume of information relating to all phases of materials handling. This extensive compilation of data, photographs, factory literature, etc., made up an authoritative source book which many delegates referred to as being worth, alone, the trip to Memphis.



Manager Walter Romero talks to a customer about model of horse that is a major promotion factor in building saddle and accessory sales. It attracts the attention of all who enter the store.

A former basic staple of almost all hardware stores today provides a profitable sideline for Guidry Hardware & Iron Co., of Lafayette, Louisiana.

Saddles and Accessories

—By Ruel McDaniel

INSOFAR AS the experience of Guidry Hardware & Iron Co., Lafayette, Louisiana, is concerned, saddles and horseback riding equipment in general have made a drastic comeback in recent years. Today, this concern sells more saddles than the average hardware store of a half-century ago, when saddles and harness were basic staples of almost all hardware store stocks.

The Guidry establishment stocks from 30 to 35 saddles and all are

on display in a special section at one end of the store. The stock turns an average of twice a year, according to Walter Romero, manager. Prices range from a low of \$29.95 to a high of \$164.95. The average saddle sale amounts to \$75, Romero declares.

Saddles are not simply a left-over line from the years when they belonged in all hardware stores, for this company has been in operation only 11 years.

(Continued on page 92)

Twin Promotion:

plumbing fixtures and paint

New bathroom fixtures and fresh paint for the house are coupled in a four-times-a-year promotion that is adding around \$45,000 to the annual volume.



During the special promotions, an electric pump, mounted on a toy wagon, is wheeled to the entrance. The Package Bath Set is featured in the window. And alert salesmen stand ready to assist paint customers.

By Sophie W. Ellis



NEW BATHROOM fixtures and fresh paint for the house are coupled in a four-times-a-year promotion that is adding around \$45,000 to the annual volume of Leonard Hardware, Russellville, Arkansas.

There is no mere guesswork in estimating how well these two major lines respond to the twin promotion. Co-Owner W. O. Tibbels maintains that immediate results show how their hard-hitting selling practices bring results in the face of stiff competition on both lines.

Although the owners concentrate on plumbing supplies and paints, they never forget that this is a general hardware store, offering all the standard modern items. The housewares department is particularly outstanding.



Housewares profit from the paint and plumbing promotion as customers are attracted to the neat, open displays — note effective use of peg board.



Kitchen sinks are displayed on peg board in plumbing repairs section.

"The morning after we started our current special sales, we sold three complete bath sets. We can just about count on each promotion helping us to sell about \$5,000 worth of plumbing fixtures and fittings, from \$10,000 to \$12,000 in paints, and several thousand more in housewares and other lines that people want when they start a home-improvement project."

The special sale, staged four times a year to mark the new seasons, lasts for only one week, with main emphasis on a complete "package bathroom" at \$119.95. Although the advertising that backs the promotion makes the offer for one week only, the special price holds good indefinitely. Furthermore, the prospect can buy other bath sets at a higher price. These more expensive sets are not promoted and are not even stocked, but they can be selected through a catalog.

The bath sets are shown in two different places in the store—the display window and the plumbing section at the back of the store. The window display also includes two other items that sell in important volume because of the plumbing promotion — automatic water heaters and electric pumps.

Tibbels regretted that he does not have an action running-water display for the pumps, and expressed the hope that he would

(Continued on page 94)

TO UP GUN SALES— promotion centers on accessories

By Theron Garvin



Having an extra large selection of both guns and ammunition has been the deciding factor in selling many customers. H. D. Ford, store manager, right, discusses equipment and its upkeep.

TO BUILD and maintain a steady sales volume in hunting equipment, Mixson Brothers Hardware Store of Kirbyville, Texas, finds that it pays to give special attention to the promotion of accessories.

The store is owned by Sib Mixson, with H. D. Ford as store manager. Up until the last two to three years, the Mixson store procedure had been to sell guns—and then to sell accessories. Now, that is all changed with the importance of care and upkeep of guns being discussed with almost every customer who visits the department.

"Since many of our customers already have a rifle and a gun in

their homes," Ford explained, "which lessens the number of the potential customers for new equipment, we find every customer in the market for accessory items. The accessories just need to be brought to their attention and that's where our sales promotions come in.

"It has been surprising how many gun cases and tubes of gun grease we have sold since we started to emphasize good gun and rifle care," Ford said, "and in addition, we have made a lot of new friends with this promotion because they bagged more game with their well-cared-for equipment.

(Continued on page 105)



Wehring-Matthews' Most Profitable Area:

Plumbing Supplies

Add \$10,000 Volume

By Ruel McDaniel

GUS WEHRING and J. W. Matthews, owners of Wehring-Matthews Hardware Co., Corpus Christi, Texas, agree that the space occupied by the compact plumbing and heating supplies department is the most profitable area in the store.

The space, consisting of one cabinet for pipe fittings about 18 feet long and 2½ feet wide, and a display fixture the same length and 3½ feet wide, produces an annual volume of better than \$10,000 and the stock turnover averages about 4½ times, according to Matthews.

"We concentrate on the homeowner who likes to do his own plumbing and heating repairs," Matthews said, "and the stock is bought with him in mind."

The store does not stock bathtubs, but it does handle all plumbing and heating items smaller than a tub. It keeps one commode and one lavatory on display in the department, and at least one wall heating unit generally is shown here.

"But our main volume comes from the homeowner who wants pipe and fittings for minor repairs," Matthews pointed out.

The display unit for plumbing supplies is one of utility rather than attractiveness. It is in the rear of the store, with space on both sides for leisure shopping. There is space atop the display table, and on the shelves below, to display at least one of every item stocked.

"Customers like to browse the
(Continued on page 105)



Co-Owner Matthews checks inventory. Display to right moves supplies 4-5 times annually.



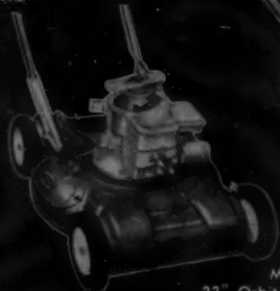
The cutter-threader machine operated near plumbing supplies increases sales, adds new customers.

MOW-MASTER · TITAN · ORBIT-AIR

THE SOLID QUALITY LINE



ORBIT-AIR
PUSH TYPE AND SELF-PROPELLED MOWERS



MODEL 8325
22" Self-Propelled Orbit-Air ...
tops in quality — tops in profit

MODEL 8323
22" Orbit-Air — revolutionary
new design — better profit

MOW-MASTER RIDING MOWERS



MODEL 660
Big 26" Rider — Deluxe
features comfort and
performance



MODEL 640
Popular 24" Deluxe Rid-
ing Mower Designed for
the big volume market.



MODEL 610
Full size 24" riding
mower — Budget —
priced, traffic builder

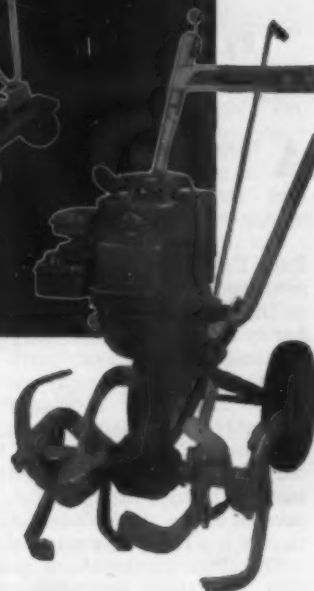


MODEL 2038
Heavy-duty tiller priced for
big volume mass market selling



MODEL 2039
Deluxe Tillmaster with impulse
starter, other Deluxe features

TITAN
TILLERS



Propulsion
PRODUCTS COMPANY

511 Marion Avenue, South Milwaukee, Wisconsin

Lamp Specialty Department

is adding extra profits



The store's lamp department draws numerous hobbyists. Mrs. John Downey handles sales of lamps and parts.

By Wendell Givens

A BIRMINGHAM hardware store is utilizing lamp parts sales and service as a combination money-maker and traffic-puller.

For more than a year Central Park Paint and Hardware Co. has averaged more than \$200 a month in this department, one that most hardware stores apparently have overlooked altogether.

Even more important, customer traffic has been increased considerably by the lamp department. The owners, Sidney P. and Reynolds W. Watters, credit the department as being a major factor in the success of the store since they purchased it a few years ago.

The Watters brothers modernized the store, stocked it adequately, and saw sales quadrupled in a few months. They also own Watters Paint and Hardware Co. in Birmingham.

A nearby antique shop phoned

the Central Park store inquiring about lamp parts. "We checked around," Sidney Watters related, "and discovered that apparently no store in town—hardware or otherwise—was stocking lamp parts. So we figured here was both a profitable line and one that would bring people to our store who otherwise might never set foot in it."

The store put in a stock of about \$2,000 in parts. It began advertising on the radio using the theme "We wire anything that will sit still" and later ran an ad to that effect in the classified pages of the telephone book.

A sign went up in the front window advertising "Antique Lamp Parts." That attracted a large number of do-it-yourself fans.

Now the store is headquarters for lamp parts in Birmingham.

Lamp repair is also profitable but is valuable mostly for setting up parts sales. The average repair charge at Central Park is \$1.50 to \$2; the average parts sales \$5 to \$6.

The store will convert a floor lamp to torchere for \$4.95. A shade for same is \$4.95; thus the customer has a handsome "new" lamp for \$10.

The store manager, Paul Mashburn, does most of the repair work. Mrs. John Downey handles sales of parts and lamps.

The Central Park store was stocked with wiring all along, of course. When it went into lamp parts sales and service, it added shade holders, chimney holders, vase caps, lamp bases and the various smaller supplies necessary.

"By itself, of course, our lamp business is a small item," Watters said. "But with 100 percent profit



Repairing and converting lamps is a big drawing card — here, Store Manager Paul Mashburn is shown on the job. The sign below, appearing on side of the store, attracts much attention.



on parts and a lot of impulse buying as a direct result of the lamp department, we feel it has paid off in a big way."

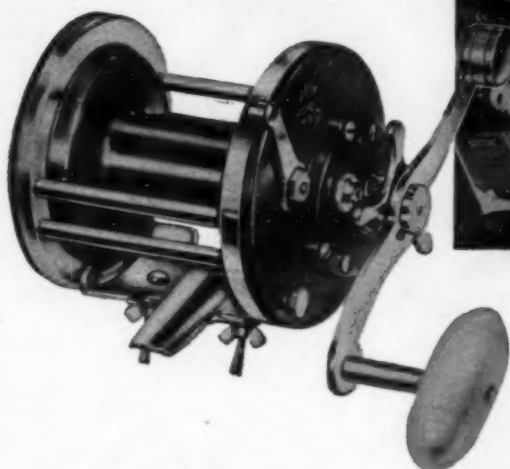
"PENN REELS give Fishermen what they want in a Reel...

*AND, THEY ARE THE EASIEST TO REPAIR
WITH AN ABSOLUTE MINIMUM OF PARTS"*

J. C. GUERRANT, JR.
New York Hardware Trading Co.
Los Angeles 13, Calif.

PENN JIGMASTER #500

For "Squidding" in the Atlantic
or "Jigging" in the Pacific.



New York Hardware is one of the largest and best
equipped tackle establishments in Los Angeles and is
famous for good merchandise and exceptional service.

"Some dealers may not know that the
oldest or the newest, the largest or the
smallest PENN REELS can be repaired
with a minimum stock of parts," says
J.C. Guerrant, Jr. a dealer in Los Angeles.
"PENN REELS must be good," he con-
tinues. "No major internal change has
been necessary since the first reel design."

PENN REELS are the fastest selling
reels with dealers everywhere because
these sturdy, U.S. made reels are the
most wanted reels with fishermen every-
where. Ask your authorized PENN jobber
about a suitable selection of PENN REEL
models for your area to build more store
traffic and more sales for you.

STOCK AND SERVICE PENN REELS
For Extra Sales Volume

**Penn
REELS**

PENN FISHING TACKLE MFG. CO.

3028 W. HUNTING PARK AVE. • PHILADELPHIA 32, PENNA.

This fall increase your sales of Cyclone Lawn Fence with an eye-catching lawn-planting display



In many sections of the South and Southwest late fall is the ideal time to seed or plug new lawns. And it's also the time for you to promote the sales of lawn supplies with customer-appealing displays like the one here.

In a prominent spot in your store set up a Fall Lawn Planting Center. Use lawn seed, fertilizer, rakes and other tools, and *USS Cyclone Lawn Fence*. Have store clerks primed to answer questions about lawn planting and to recommend the protection of *USS Cyclone Lawn Fence* for new, tender lawns. In connection with this display you might also include fall-planting bulbs and *Cyclone Flower Bed Border*.

USS Cyclone Lawn Fence and *Flower Bed Border* are superior products. They sell readily, stand up well in service and develop good repeat business. The lawn fence is available, welded or woven, in single and double loop styles and in heights of 36, 42 and 48 inches. Flower bed border is made either welded or woven style and is identical to lawn fence in construction.

Check your stocks of *Cyclone Lawn Fence* today and see your jobber for additional supplies. Then use these display suggestions to get your share of this profitable fall business.

USS, Cyclone and "Red Tag"
are registered trademarks

USS CYCLONE "RED TAG" HARDWARE PRODUCTS include: Bronze, Galvanized Steel and Aluminum Screening

Lawn Fence and Flower Bed Border • Door Mats
• Aluminum Rose Trellis • Hardware Cloth •
Catch-All Baskets

**American Steel & Wire
Division of
United States Steel**



Cyclone Sales Offices Coast to Coast

This mark tells you a product is made
of modern, dependable Steel.



INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

Help yourself to free literature and more details on any products or sales aids mentioned in this issue.

Instead of writing a dozen different manufacturers for free literature and more information on new products, and sales aids, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement—just insert the name of the company and page number in the space provided.

Southern Hardware pays the postage!

OCTOBER, 1960

Send information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____

My Name _____ Position _____

My Company's Name _____

Address (number and street) _____

City _____ Zone _____ State _____

OCTOBER, 1960

Send information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

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Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
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Send information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____

My Name _____ Position _____

My Company's Name _____

Address (number and street) _____

City _____ Zone _____ State _____

**These cards
can help
you get
valuable
information**



Postage
Will be Paid
by
Addressee

No Postage
Stamp Necessary
If Mailed
in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Hardware

806 PEACHTREE ST., N. E.
ATLANTA 8, GEORGIA



Postage
Will be Paid
by
Addressee

No Postage
Stamp Necessary
If Mailed
in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Hardware

806 PEACHTREE ST., N. E.
ATLANTA 8, GEORGIA



CATALOGS & BULLETINS

**Available free to readers. Write in the numbers
of items wanted on the return post card, page 51**

170 Door Hardware. Door Catalog A-400 contains 192 pages covering the company's line of hardware. Richards-Wilcox Manufacturing Co., Aurora, Ill.

171 Hand-Tool Equipment. Auger and electric drill bits, chisels and gouges, drawknives, door lock bits, nail pullers, and other hand-tools are pictured and described in this catalog. Greenlee Tool Co., 1822 Herbert Ave., Rockford, Ill.

172 Pumps. A loose-leaf catalog, No. 1, of the complete Commander line of water pumps, water systems, and sump pumps is available. The Tait Manufacturing Co., 200 Detrick St., Dayton 1, Ohio.

174 Hack Saw Frame. An adjustable tubular hack saw frame, No. 325, with chrome-plated handle and gold-finished blade, together with other tools and kits made by the company, is fully described in an available catalog. Great Neck Saw Manufacturers, Inc., Mineola, N. Y.

175 Lawn Mowers. Catalog sheets picture and describe the entire Lazy Boy and Capri lawn mower line and the Lazy Boy riding rotary mower; also Edger and Lazy Boy Trimmers, plus Universal Lawn Mower Blade Replacement Kits. Lazy Boy Lawn Mower Co., Inc., 1315 West 8th St., Kansas City, Mo.

176 Padlocks. Padlocks to meet every need are described in an 8-page catalog which features actual half-size illustrations of the company's entire line. Catalog #71 also describes Master's Special Service Department, as well as Master's padlock and bikelock display boards. Master Lock Co., Milwaukee 45, Wis.

177 Canvas and Nylon Products. A complete line catalog is available

which contains 48 pages devoted to pup tents, tarpaulins, Sure-Fit boat covers, and many other items. Hoosier Tarpaulin & Canvas Goods Co., 1320 West Washington St., Indianapolis 6, Ind.

178 Hand Tool Handles. Catalog A and Chart B are available to assist customers in determining which handle correctly fits certain striking and edge tools. Both are illustrated. O. P. Link Handle Co., Inc., Salem, Ind.

179 Special Purpose Planes. "How to Use Special Purpose Planes," a 20-page booklet on various types of rabbet, router, and double-end tongue and groove match planes, is available in reasonable quantity to dealers who may have them imprinted if they wish. Profusely illustrated with line drawings, the booklet will be helpful to both veteran woodworkers and beginners. Stanley Tools, New Britain, Conn.

180 Insecticide Sprayers. Descriptive literature which illustrates the company's garden hose-fitting insecticide sprayer, together with its other hose nozzles and sprinklers, will be furnished on request. Gilmour Manufacturing Co., Somerset, Pa.

181 Water Skis. The Hydro-Flite line of water skis, aquaplanes, and accessories is presented in catalog No. 14. The catalog is in color, with the skiing equipment pictured and fully described. Hedlund Manufacturing Co., Nokomis, Ill.

182 Nail Wall Chart. A colorful wall chart showing "penny-wise" and corresponding nail lengths in inches; also illustrates many types of Maze nails. W. H. Maze Co., Peru, Ill.

184 Farmers and Ranchers Handbook. Information essential to suc-

cessful farm operation and items of interest to the family are included in a 72-page catalog of USS Steel Products for farm and home. Illustrations, application helps, specification charts, and "how to" instructions are included. General information on care of animals, tips on electricity, fish ponds, etc., the use of nails; information about building materials; and an offer of free building plans for various types of farm structures are included. Tennessee Coal & Iron Division, Fairfield, Ala.

186 Garden Shears. The complete Snap-Cut line of garden shears is described and illustrated in a 10-page catalog now available which includes specifications, finish, packing, and suggested list prices. Seymour Smith & Son, Inc., Oakville, Conn.

187 Tapatco Products. A 24-page catalog, combining all Tapatco products under one cover is available. It is printed in six colors and contains over 130 illustrations of Tapatco marine and other products. The American Pad & Textile Co., Greenfield, Ohio.

188 Store Equipment. Each item from ticket holders to a complete merchandising unit is fully illustrated and described in a catalog which contains much information on store merchandising equipment. Reeve Co., 9249 E. Bermudez St., Pico Rivera, Calif.

189 Screw Anchors. Separate catalog sheets in two colors describe and illustrate Molly Jack Nuts, Molly screw anchors, Molly utility plug, and Molly Hi-Speed Installer. Molly Corp., Reading, Pa.

191 Firearms. An extended firearms catalog gives detailed specification information, prices, etc., on the complete Mossberg line of rifles,

shotguns, telescope sights and Covey hand trap. O. F. Mossberg & Sons, Inc., New Haven, Conn.

192 Fishing Equipment. A 32-page, 8½ x 11-inch catalog which gives descriptions, prices, and illustrative details on the complete line of Shakespeare reels, Wonderods, lines, and miscellaneous accessories for every type of fishing is available. Shakespeare Co., Kalamazoo, Mich.

193 Camping Furniture. An illustrated catalog describes the company's complete line of folding cots, camp stools, and other canvas-covered furniture items. Tucker Duck & Rubber Co., Fort Smith, Ark.

195 Foot Valves. Bulletin 203, a complete outline of the company's foot valves, with recommended uses, is furnished on request. Strataflo Products, Inc., Fort Wayne, Ind.

196 Electric Trains. A catalog is available which gives full information and illustrates the company's line of train outfits and accessories. The Lionel Corp., 15 East 26 St., New York 10, N. Y.

197 Wood Bits. A 24-page wood-boring tool catalog No. 53, describes all Irwin wood bits, special packaging, and point-of-sale displays. Recommended uses for each wood-boring tool, along with balanced stock recommendations, are included. The Irwin Auger Bit Co., Wilmington, Ohio.

198 Fishing Lures. Complete information on its lines of lures, accessories, and displays is covered in the company's 51-page illustrated catalog of action tackle items. Marathon Bait Co., 840 Henrietta, Wausau, Wis.

200 Pliers. An illustrated catalog containing information on a wide assortment of pliers, hammers, and miscellaneous tools is available, along with a price list. Merchandising helps and suggested assortments are described in detail. Champion DeArment Tool Co., Meadville, Pa.

201 Screwdriver Roll Kit. A catalog page is available in black and white which describes and illustrates the TK-5 Hold-E-Zee Screwdriver Roll Kit. The RT-52 Roll Kit, a special electronics kit, is described also. Upson Bros., Inc., Rochester 14, N. Y.

203 Fishing Tackle. Offering a complete line of volume-priced Compact fishing tackle, the company lists hundreds of items in an all-inclusive 28-page, general catalog. Commerce Pacific Inc., 161 West 24th St., Los Angeles 7, Calif.

205 Life Saving Line. A full color catalog page offering illustrations and

HELPFUL BOOKLETS FREE!

(Use reply card on page 51)

dimensions of the company's U. S. Coast Guard-approved life vests and boat cushions will be furnished on request. Red Head Brand Co., 4300 West Belmont Ave., Chicago 41, Ill.

207 Twine. A 48-page catalog in color entitled, "Columbian Twine for Every Use," is available. The booklet describes strength, yardage, appearance and price, the important factors of strength, knot strength and package break. Columbian Rope Co., Auburn, N. Y.

208 Pumps. Lancaster's line of Dutchman jet pumps and of the Lawn-Pak lawn sprinkling pumps are featured on two available catalog sheets which contain complete specification data. Also available is a 2-page catalog in full color featuring the Dual Dutchman. Lancaster Pump and Manufacturing Co., Inc., Lancaster, Pa.

209 Fishing and Marine Accessories. The complete line of Frabill fishing tackle accessories and marine accessories is shown in this catalog. Frabill Manufacturing Co., 234 West Florida St., Milwaukee 5, Wis.

210 Cleaning Supplies. "How to Display and Merchandise Cleaning Supplies for Profit" is the title of a six-page color folder offered to dealers as an aid in setting up a cleaning supplies center. Material in the folder, recently revised, has been prepared in cooperation with the Merchandising Laboratory of the National Retail Hardware Association. Ox Fibre Brush Co., Frederick, Md.

211 Sportswear. The clothing "preferred by sportsmen for more than 50 years" is presented in a colorful sportswear catalog which features Duxbak garments that "shed water like a duck's back." Utica Duxbak Corp., Utica, N. Y.

212 Bells. A 12-page colorful catalog illustrates the company's line of bells. The line includes hand bells, tea, call, cow, patio, bicycle, yacht, souvenir, and numerous other types of bells. Bevin Brothers Manufacturing Co., East Hampton, Conn.

213 Wood and Sheet Metal Screws. Folder TC-4, "Instructions

for Selecting and Using Wood Screws and Sheet Metal Screws," gives complete instructions for measuring length and diameter, head styles available, pilot hole sizes, drill bit sizes, etc. Supplies of the folders are available to wholesalers and dealers handling Southern screws. Southern Screw Co., P. O. Box 1360, Statesville, N. C.

214 Sprayer and Duster Lines. A Hudson Sprayer and Duster Catalog (No. 546) shows and describes the company's line of hand- and power-operated sprayers and dusters. Accessories and service parts are included also. H. D. Hudson Manufacturing Co., 589 East Illinois St., Chicago 11, Ill.

215 Toggle Bolts. A two-color bulletin #7001, describes and illustrates a diversified line of toggle bolts. Complete information on minimum back-up clearances required and holding strengths of the spring-type bolts is provided. Installation instructions are given. Specifications provide diameters, lengths, weights, catalog numbers, and packaging information. Diamond Expansion Bolt Co., Inc., Garwood, N. J.

216 Oilers and Cans. A catalog illustrating and describing the company's entire line of oilers, safety cans, and oil and gasoline containers is available in two forms, No. 60 General Catalog, and No. 60-C Condensed Catalog. Eagle Manufacturing Co., Charles St., Wellsburg, W. Va.

222 Wrenches, Pliers, Tools. Catalog No. W-24 illustrates and gives specifications of the wrenches, pliers and other tools covered in this catalog. A section is devoted to store displays and advertising material which Diamond offers. Diamond Tool and Horseshoe Co., Duluth 7, Minn.

223 Plastic Housewares. A Lustro-Ware catalog illustrating and describing over 200 plastic housewares is available. Featured is the Lustro-Ware Waste Basket Tree display stand which holds a 46-piece assortment of popular sizes of polyethylene waste baskets. Columbus Plastic Products, Inc., 1625 West Mound St., Columbus 23, Ohio.

224 Window Glass. A 16-page booklet tells how smart buying, storing, and proper cutting of LOF Quality Window Glass will increase dealer profits. Libbey-Owens-Ford Glass Co., 811 Madison Ave., Toledo 3, Ohio.

225 Repair Handle. A catalog sheet is available describing the advantages of the Drive-Ezy Repair Handle. Step-by-step illustrations show the procedure for inserting the new handle which is designed to follow the curve of all hollow back shovels, spades, or scoops. Reverse

FALL FIX-UP TIME IS HERE..

time to ring up **do-it-yourself** sales

with



One-Hand-Operated

TACKERS

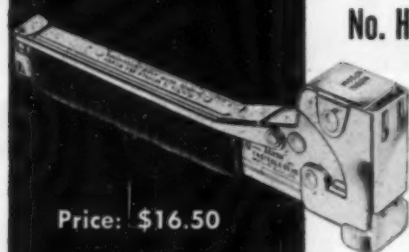
the STAPLING tools most in demand!



Price: \$12.50

No. T-50 All-Purpose STAPLE GUN

Powerful . . . jam-proof . . . shoots a staple wherever a nail can be driven! The dependable, all-purpose gun preferred by professional contractors and do-it-yourselfers alike for 1001 heavy duty nailing jobs! Uses 6 staple sizes up to 9/16", including CEILTILE — the Arrow staple especially designed for ceiling tile.



Price: \$16.50

No. HT-50M Heavy Duty HAMMER TACKER

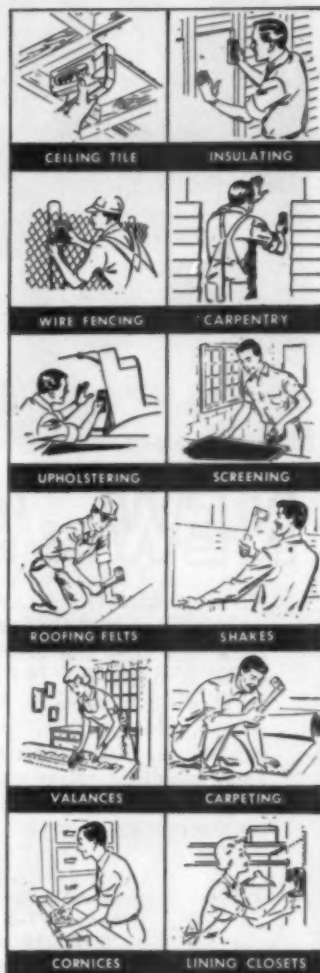
Rugged . . . fast . . . hammers a staple home with every blow! Perfectly balanced design permits stapling for hours without strain! Saves time and effort when applying batt insulation, roofing felt, shakes and other building materials. Loads two full strips, (170) T-50 staples in 4 sizes up to 1/2".



Price: \$4.95

No. JT-21 Junior STAPLE GUN

Light . . . compact . . . economy-priced staple gun to appeal to the mass household market! Handy for lining shelves and closets, repairing upholstery, making valances and scores of light duty tacking chores! Comes in attractive colors. Ideal for housewife and hobbyist. Uses both 1/4" and 5/16" staples.



ARROW TACKERS SPUR "RELATED ITEMS" SALES, TOO!

Like many successful dealers everywhere . . . you'll find it pays to display and feature Arrow Tackers together with insulation, ceiling tile, wire mesh, screening, fibre glass and other remodeling materials. They're a *natural* combination for tie-in sales! Your "do-it-yourself" customers know that Arrow Tackers are famous for quality and dependability . . . have seen them advertised month-after-month in leading national consumer magazines! So, cash in on this sure-fire merchandising formula — it means multiple sales for you!

**SOLD ONLY
THRU THE TRADE—
NEVER DIRECT TO
THE CONSUMER!**



Nationally Advertised in



Write for details on —

- Arrow's Dealer Co-Op Advertising Program
- Arrow's Dealer Registration Plan

LAWN-BOY DELIVERS

Sell **LAWN-BOY**
for '61... it's a
leader, it's the
Lawn and Garden Care Line
with the biggest
"one-two" combination
in the industry!

NEW **LAWN-BOY** HOBBY-GARDENER

Another first from LAWN-BOY! New all-purpose, low price garden tool that makes every homeowner a prospect. Get this: the Hobby-Gardener sells for less than \$100! And get *this*: it tills, cultivates, edges, digs holes for bulbs, handles a hundred "week-end" gardener chores. Here at last, "power gardening" that everyone can afford. Rugged LAWN-BOY power and performance. Easy handling. Easy selling, too, because nothing compares with this big-volume LAWN-BOY Hobby Gardener on the market today!

Model 1116—\$99.95



**LAWN-BOY 3-hp
Master Gardener
Model LRT-3
\$159.95**

Power tilling for the serious gardener. Real work horse. Easily handled. Tills 16" swath, 6" deep. Handle controls. Always a big seller!

**LAWN-BOY 2½-hp
Gardener
Model LVT-1
\$124.50**

Lightweight, strong tilling power for small space gardening. Tills 9 to 17 inch swath. Loaded with accessories. Low priced!



**LAWN-BOY
Automower**

The Self-Propelled with positive control and easy to operate!

Model 8210—21"—\$119.95



LAWN-BOY Deluxe

For the "middle" buyer who wants the best for just a little less!

Model 7210—21"
\$92.50

Model 5210
18"—\$82.50



**LAWN-BOY
Special
Bigger
smaller-lawn
sales!**

Model 3050—18"—\$62.50

THE PROFIT PUNCH!

1 POWERFUL PRODUCT

Now for '61, and brand new for '61, all-purpose power gardening tool for under \$100 plus a luxurious new rider with electric starting at no extra cost—round out the biggest sell-out line in Lawn-Boy history! Cash in on the brand that is getting the attention of second-time-around buyers—50% of your market. The brand that is easier-starting, trouble-free, power-matched, better built throughout. The brand with a proven name for quality and profit... Lawn-Boy!

2 POWERFUL PROMOTION

Strong national advertising in the big, buying books, yes! Plenty of it. But more important... 3 big promotions for '61 that will top anything you've seen. To "traffic" your store. Extend your selling period. Make you the envy of competitive dealers. Instructions, display materials, 3 complete promotions—each time personally implemented by Lawn-Boy sales personnel. All this plus strong co-op advertising assistance from your Lawn-Boy Distributor. Go Lawn-Boy for '61!



LAWN-BOY Grass Catcher
Cleans and sweeps as it mows!

Model 7250—21"—\$99.95



LAWN-BOY Quietflite
The softer mowing sound that sells!

Model 5250—19"—\$99.95

LAWN-BOY reserves the right to make engineering changes without prior notification or responsibility to the purchaser.

THIS YEAR OF ALL YEARS IS YOUR YEAR TO GO LAWN-BOY!

Get all the facts now... the full profit story... details about your LAWN-BOY protected franchise—mail coupon today! And be sure to see the LAWN-BOY line in person... Booth 701 at the National Hardware Show at the Coliseum in New York. You are welcome!

The Top Profit Line In The Industry

LAWN-BOY

OMC ENGINES & EQUIPMENT DIVISION
Outboard Marine Corp., Waukegan, Ill.

CLIP THIS COUPON... MAIL IT RIGHT NOW

Yours with
LAWN-BOY
protected profits...
protected franchise...
protected service
from over 3500
Authorized Service
Dealers covering
the U.S.A.!

LAWN-BOY, Dept. LSH-100
OMC ENGINES & EQUIPMENT DIVISION
Outboard Marine Corp., Waukegan, Ill.

Check one square...

☐ Send me full details on the
new 1961 LAWN-BOY line

☐ Tell me how I can become
a LAWN-BOY dealer

Name _____

Address _____

City _____ Zone _____ State _____

side of sheet lists stock numbers which the handle fits. O. Ames Co., Parkersburg, W. Va.

226 Portable Charcoal Grills. Full color, illustrated, descriptive catalog on Deluxe and Promotional braziers, barrel braziers, and patio grills is offered. Chattanooga Royal Co., Chattanooga 6, Tenn.

227 Sling Chains and Attachments. A catalog on the entire line of McK-Alloy Sling Chains and Attachments provides specifications and information on McK-Alloy chain products in sizes from 1/4" through 2" diameter inclusive. A section is devoted to the use, care, safety, and inspection of the sling chains. The McKay Co., 1005 Liberty Ave., Pittsburgh 22, Pa.

228 Sabre Saw. The Wen Model 909 "All-Saw" is described and illustrated in catalog sheet No. 90A110. The saw cuts 4x4 at 45°, a 6" log, and may be used for fine scroll work. Ten action photos show 909 cutting wood, metals, leather, plastics, foam rubber, etc. The sheet also lists special features, specifications, and assorted blades available. Wen Products, Inc., 5810 Northwest Highway, Chicago 31.

229 Tradesmen Tools. The No. 58 Rotogravure catalog with 49 pages contains newest tools and engineering changes in popular lines. Most popular Stanley and "Yankee" tools used by tradesmen are graphically described. Stanley Tools, division of The Stanley Works, New Britain, Conn.

230 Specialty Nails. A catalog containing a wealth of information about specialty nails is available. Illustrated with scale drawings of the nails, the catalog serves as a reference book for both salesmen and customers. It contains complete nail specifications. Handy charts give vital data about the sizes and quantities of nails to use for various applications. Each nail is identified by stock number and is priced from a separate list. W. H. Maze Co., Peru, Ill.

232 Brass Plumbing Goods. A 4-page folder, LL-9479, features brass plumbing products such as ballcocks, flush valves, tank levers, etc. 48 items covered. Mansfield Sanitary, Inc., Perryville, Ohio.

234 Marine Lamps and Accessories. A 16-page 1960 general catalog covers the complete line of marine lamps and accessories, fully illustrated and with detailed information. K-S Marine Products, Inc., Oakville, Conn.

235 Tapes and Tape Rules. Colorful catalog pages cover the company's line of hardware items including

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(Use reply card on page 51)

all types of steel measuring tapes and tape rules from 3- to 100-feet, and augmented by woven tapes, plumb bobs and hand levels. Also given is packaging information, weight, prices, etc. Keuffel & Esser Co., Adams and Third Sts., Hoboken, N. J.

236 Builders Hardware. A colorful 104-page catalog illustrates the company's full line of builders hardware. New items in the Safe line include Champion and Adams-Rite type hardware as well as Fraim padlocks. Safe Padlock & Hardware Co., Lancaster, Pa.

237 Fence Products. "American Products," an illustrated general catalog listing fence and kindred products, describes numerous types of fences and posts. The 41-page catalog also contains information and specifications on such other items as bale ties, corn cribs, hardware cloth, nails, roofing sheets, welded wire fabric, stone wire, trellises and agricultural wire rope. A chart and table is provided to determine how much fence and how many posts are required to enclose farm acreage. American Steel & Wire Division, U. S. Steel Corp., Rockefeller Bldg., Cleveland 13, Ohio.

239 Wrenches and Socket Sets. A 16-page catalog describing Billings Life-Time Wrenches and Socket Sets is available. Catalog is illustrated with complete description of each wrench and socket set. The Billings and Spencer Co., Hartford 1, Conn.

242 Simplified Pump Selection. A full-color, 12-page catalog, Section 102, that simplifies pump selection by sectionalizing all basic information on facing pages has been designed for the Olympian line of pumps and accessories. The catalog features a color coding system and a numerical and letter coding system for identifying pumps, jet packages, and tanks. The F. E. Myers & Bros. Co., Ashland, Ohio.

244 Chain Data. The Chain Data Bulletin 59, a 28-page chain sample book, illustrates most sizes of 17 types of welded and weldless chain. Contains 146 actual size illustrations, recommended uses, and working load limits for each size; also, trade sizes

and trade numbers, material size, weight per 100 feet, number of links per foot, and finish and packing information. S. G. Taylor Chain Co., Inc., Hammond, Ind.

250 Polyethylene Housewares. Four-color catalogs illustrate and describe the complete line of Polly Flex Housewares. Colorful consumer folders are also available. Republic Molding Corp., 6465 N. Avondale Ave., Chicago 31, Ill.

251 Packaged Screws. The colorful catalog P-2, Package List Prices, contains eight pages of list prices on packaged wood screws, Type A tapping screws, machine screws, machine screw nuts, stove bolts and carriage bolts. Back cover, inside and out, is filled with color illustrations, descriptions and explanations about the "EZ to C" label system. Southern Screw Co., P. O. Box 1360, Statesville, N. C.

252 Firearms. A 24-page catalog, indexed and illustrated, contains detailed specifications for each of the imported sporting arms comprising the company's line: F. N., Sako, F. I. and Finnish Lion rifles; AyA and Manufrance shotguns; Astra, Star and Unique pistols. Firearms International Corp., Dept. P, Washington 22, D. C.

253 Lawn Hose Goods. Catalog No. H-60 presents the Sherman line of lawn hose goods in actual color-style, with descriptive information and prices. Back page features photos and the names and addresses of company representatives. H. B. Sherman Manufacturing Co., Battle Creek, Mich.

254 Threadless Pipe Fittings. Catalog sheets carry illustrations, diagrams, and detailed information on Slip-On Threadless Fittings, Ballcock and Faucet Adapters. The Slip-On Co., P. O. Box 9806, Atlanta 19, Ga.

264 Athletic Equipment. A 3-color, 14-page catalog features the fall and winter line of athletic equipment. Includes football, basketball, boxing, volley ball, and soccer equipment. Draper-Maynard Co., Cincinnati 32, Ohio.

265 Power Mower Engines. The complete, illustrated story on the 2-cycle Lawn-Boy power mower engine, its design and performance features, is told in a 16-page booklet. Lawn-Boy, Lamar, Mo.

267 Merchandising Equipment. A display and merchandising equipment catalog is available which features: Vizusell, a flexible system of fixturing for store wide visual merchandising; Viz-U-Bilt, all metal gondola type merchandisers; Vizucups,

HARDWARE CONVENTION SPECIAL

WELDWOOD WOOD FINISHES CENTER

**SPECIAL
ONLY**

\$29⁹⁵

for Self-Service
Display Unit

REGULAR \$69⁹⁵
PRICE

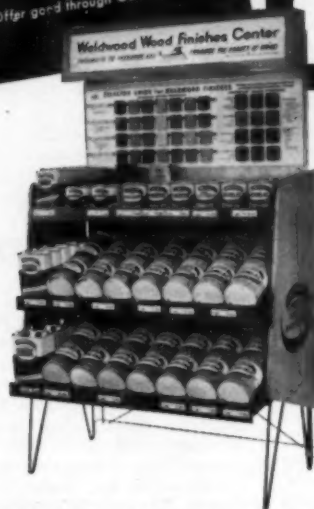
with your initial order*

Offer good through Oct. 31, 1960

PLUS
FULL

50% DISCOUNT

ON EVERY PRODUCT IT HOLDS*



*Here's the profit-packed deal to get you started

DEALER COST

Merchandise (list less 50%).....\$ 97.31

Regular \$69.95 display.....\$ 29.95

Total Dealer Cost

(Merchandise & Display).....\$127.26

DEALER PROFIT

Retail Value Merchandise.....\$194.62

Dealer Cost Merchandise.....\$ 97.31

Dealer Profit Merchandise.....\$ 97.31

Product	Size	Retail Price Ea.	Quan.	Dealer Discount
SPAR VARNISH	Pint	\$1.59	4	ALL PRODUCTS AT 50%
	Quart	2.65	6	
PASTE WAX	1 lb.	1.10	8	
LIQUID PASTE WAX	Pint	.89	8	
	Quart	1.49	6	
	1/2 Gallon	2.85	6	
SATINLAC®	Pint	1.55	8	
	Quart	2.55	8	
SATINLAC LIGHTENER	Pint	1.45	4	
	Quart	2.35	4	
CLEAR FIRZITE®	Pint	1.20	4	
	Quart	1.95	8	
WHITE FIRZITE	Pint	1.45	4	
	Quart	2.35	4	
EXTERIOR STAINS				
	Redwood	Quart	1.95	8
	Driftwood	Quart	1.95	4
	Sierra Brown Stain	Quart	1.95	4
WOOD PRESERVATIVE	Cascade Green Stain	Quart	1.95	4
		Quart	1.30	6

Here's a double-barreled profit opportunity you can't afford to miss! The sales-boosting, self-service Weldwood® Wood Finishes Center—yours, at a special low price—when you take advantage of this special offer on the fast-selling line of Weldwood Wood Finishes with the high-profit 50% discount.

Weldwood Wood Finishes are nationally advertised in *Better Homes & Gardens*, *American Home*, *Popular Mechanics*, *Popular Science*, *Mechanix Illustrated*, and leading business papers read by your professional wood finishing customers.

SELF-SERVICE MERCHANDISER is a permanent selling tool for your store. It features a header with 40 real wood samples that show your customers the wide variety of effects they can get with Weldwood's complete line of quality wood finishes.



Products of United States Plywood

HURRY! Act now while this special offer lasts. Use this coupon to order your free self-service Weldwood Wood Finishes Center, complete with contents, at their full 50% discount. Offer expires Oct. 31, 1960.

United States Plywood

Dept. SH 10-60, 55 West 44th Street, New York 36, N. Y.

Can't make the convention, please rush me my Weldwood Wood Finishes Center, at special price of \$127.26.

☐ Bill me ☐ Bill my jobber

Store Name.....

My Name.....

Street Address.....

City.....Zone.....State.....

Jobber's Name.....

Jobber's Address.....

See the Weldwood Wood Finishes Center at the National Hardware Show, Booth #157, New York Coliseum, Oct. 10 to 14, 1960

display attachments for perforated hardboard panels, signing and binning equipment as well as a wide selection of metal displayers for specific types of merchandise. L. A. Darling Co., Bronson, Mich.

296 Salesman's Chain Catalog. Compact 4-page catalog gives specifications, and Working Load Limits for all popular grades of welded and weldless chain. Also includes illustrations and data on welded and weldless assemblies. Campbell Chain Co., York, Pa.

297 Chain Merchandisers. Two separate 2-color catalog pages. One each featuring regular reel assortments and new Proof Coil Chain on reels. Each page illustrates new reel display merchandisers and actual size illustrations of chains. Space allowed to insert dealer cost. Campbell Chain Co., York, Pa.

298 Window Glass Ads. A 12-page booklet listing more than 75 mats with detailed instructions for building advertisements, ideas for layouts, for use in local newspapers or magazines. Mats are furnished free on request. Libbey-Owens-Ford Glass Co., 811 Madison Ave., Toledo 3, Ohio.

299 Window Glass Installation. Four-page folder or stuffer entitled "How to Replace a Broken Window." Eight helpful steps for the do-it-yourself handyman described and illustrated. May be imprinted with dealer name. Libbey-Owens-Ford Glass Co., 811 Madison Ave., Toledo 3, Ohio.

300 Fishing Lures. Over 150 different soft plastic lures are illustrated and described in DeLong's latest catalog. The covers in color give a picture of the range and scope of the lure colorations. DeLong Lures, 4026 Princeton Blvd., Cleveland 21, Ohio.

301 Fishing Rods. Improvements in styling and design of the company's line of fresh and salt water, solid and tubular fiberglass rods are depicted in the 1960 catalog. Also included are telescopic fiberglass and steel rods, revolving rod display stands, and wall display racks. Betts Manufacturing Co., Division of M-B Corp., New Holstein, Wis.

302 Fastening Devices. A 20-page catalog features detailed information on "Hi-Red" plastic expandable screw anchors, and "Wally" plastic screw anchor, "Drive-Straps" shields, washers, machine screws, masonry drills, and other fastening devices in the company's lines. Holub Industries, Inc., Sycamore, Ill.

303 Household Hardware. A 2-page, 3-color bulletin describes the Roto-Rack household hardware display, a 4-sided merchandiser containing 41 individual items and 396

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(Use reply card on page 51)

pieces of "Standard" barrel bolts, cupboard turns, sash locks, hinges, and hasps. Information about available finishes, sizes, and packaging for each item is given also in Form RR. Shelby Metal Products Co., Shelby, Ohio.

304 Water Systems. The 1960 catalog, largest in its history, is available. It features a loose-leaf cover with tabs for easy reference and includes product sections on submersible, jet and reciprocating water systems, submersibles and upright cellar drainers, and water softeners. Sections are devoted also to the history of the company, pump selection and installation data, and sales aids. The entire contents are available in 2- and 4-page sections suitable for mailing by wholesalers and their dealers. Each section has space for imprinting. Tait Manufacturing Co., 500 Webster St., Dayton, Ohio.

305 Lubricant. A colorful catalog page describes Dry-Lube, an all-purpose lubricant packaged in non-breakable polyethylene squeeze bottles. Also illustrates new display cards. Page is 8½" x 11" to fit standard binders. Reardon Products, 305 Cass St., Peoria, Ill.

306 Fishing Tackle. Seven colorful catalog sheets, picturing and describing the complete line of Langley baitcasting, spincasting, and spinning reels and rods, are offered. Newest contribution described is the Model 444 Dyna-matic reel. Langley also offers the Fisherman De-Liar in two styles, bubble-packed for peg board display or packaged in cartons, as well as two artificial baits, the Matador jig and the Banderilla lure. Langley Corp., 310 Euclid Ave., San Diego 12, Calif.

307 Trowel Trades Tools. Special Dealer Edition of the 1960 Goldblatt Tool Catalog presents the "Good as Gold" line of tools and equipment for masons, cement finishers, plasterers, and other building professionals. Many new tools and building ideas are included. Goldblatt Tool Co., Walnut St., Kansas City 41, Mo.

308 Airex Products. The company's 1960 catalog contains 10 pages, in color, which illustrate and describe the complete line of fishing tackle.

Catalog sheets are offered also on Baseball Gloves and on Rainwear. Airex Corp., 411 Fourth Ave., New York 16, N. Y.

309 Window Glass. A 15-page booklet describes and illustrates the L. O. F. process of sheet drawing flat glass, the types and general uses, and gives selection and physical specification data. Booklet also shows dealer sales aids, such as signs and display-storage racks, and gives pointers for glazing and proper cutting of glass. Libbey-Owens-Ford Glass Co., 811 Madison Ave., Toledo 3, Ohio.

310 Putty Pencil. A catalog page descriptive of Magic Woodblend putty pencil is available. The bulletin explains how Woodblend corrects surface defects and holes in any shade wood. It also provides information about two displays, various color assortments, prices, etc. Form WB 1000. Magic Iron Cement Co., Inc., 5403 Bower Ave., Cleveland 27, Ohio.

311 Curry Combs. An envelope stuffer entitled "How to Curry Favor with Your Customers" and which illustrates and describes a line of curry, mane, and curling combs is now available. North & Judd Manufacturing Co., New Britain, Conn.

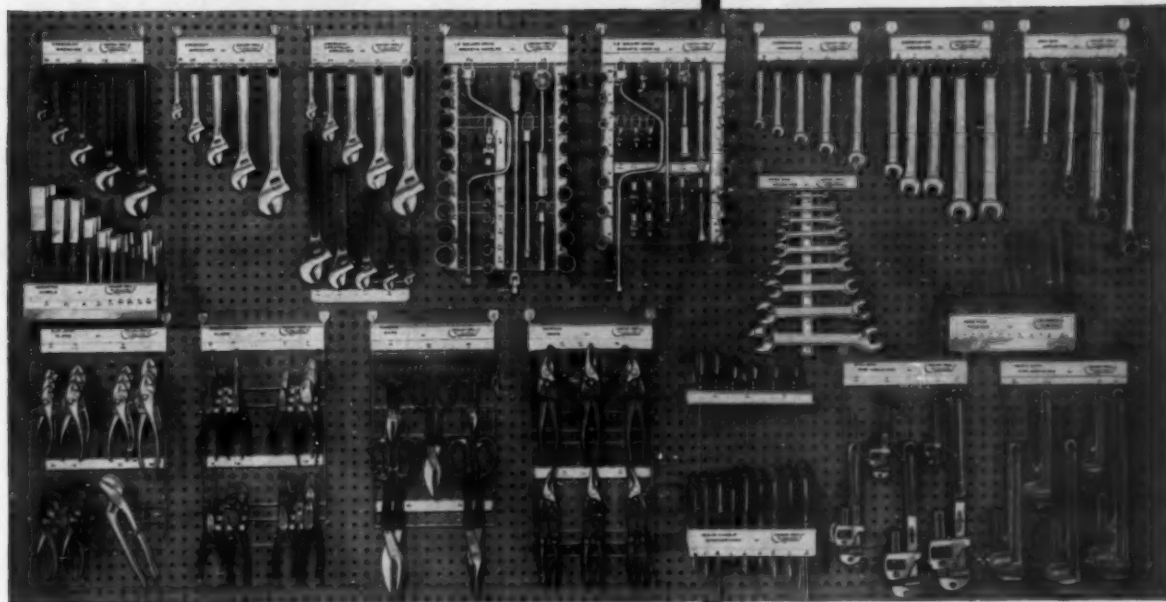
312 Galvanized Ware. A 16-page catalog describing the full line of J&L galvanized ware is available. Alongside the pictured products are descriptions, specifications, and shipping information. The product line includes pails, tubs, trash cans and burners, coal hods, fuel cans, water cans, etc., for a variety of industrial, commercial, and domestic uses. Container Division, Jones & Laughlin Steel Corp., City Park and Hamilton St., Toledo 1, Ohio.

313 Building Specialties. An enlarged M-D catalog which contains 64 pages plus cover is offered to dealers. The outside cover is dominated by a 3-D rendition of the M-D trademark in four colors against a black background. The inside pages, printed in three colors, completely illustrate all of the building specialties manufactured by the firm. Macklanburg-Duncan Co., Box 1197, Oklahoma City 1, Okla.

314 Fishing Lures. The 1960 color catalog illustrates the complete line of Whopper Stopper lures consisting of styles for all types of fishing from top to bottom scratchers. Sizes for spinning, casting, and trolling in a wide range of patterns to suit all conditions. Whopper Stopper, Inc., Box 793, Sherman, Texas.

322 Fishing Tackle. The new ¼-oz. "Razzle Dazzle" lure is featured in the company's 1960 64-page catalog. Packaging is described as one
(Continued on page 62)

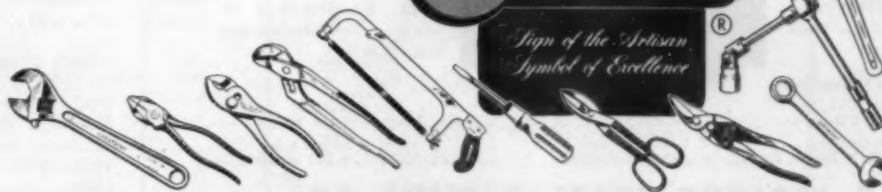
SPEED TOOL TURNOVER WITH CRESCENT PEGBOARD* DISPLAYS



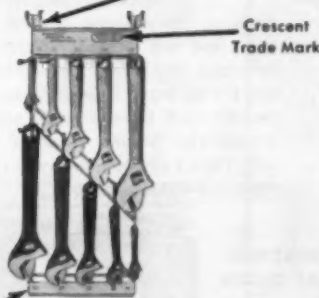
Designed for any standard Pegboard* panel having quarter-inch holes, these colorful, eye-catching displays are so compact as to make possible a complete Crescent Tool department in a 25 square foot area. Rigid construction with long tool hooks provides generous stock capacity in small space.

Each of the 18 units illustrated above comes in its own individual carton; fixture and tools complete. Each unit is priced at the cost of tools alone...no charge whatsoever for the mounting fixture. Only fast turnover tools are included, conforming closely to NRHA inventory recommendations. Your jobber can give you complete information. See him soon.

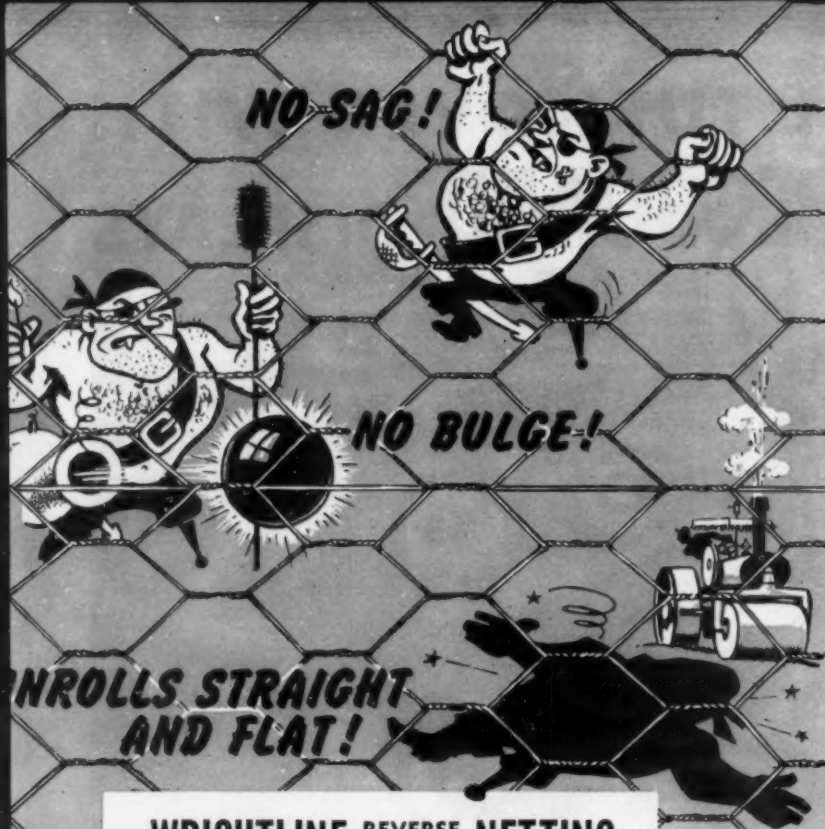
*Pegboard is a registered trademark of the Masonite Corp.



Patented Double Prong Fasteners support heavy weight without damage to Pegboard.*



Crescent is our trade-mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere and made only by
CRESCENT TOOL COMPANY, JAMESTOWN, NEW YORK



WRIGHTLINE REVERSE TWIST NETTING

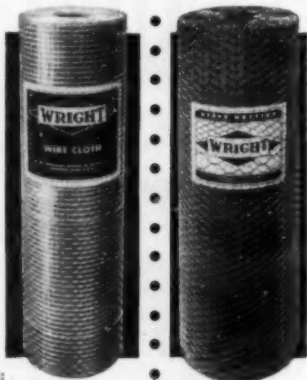
GOES UP TIGHT! HOLDS ITS SHAPE — AND BUILDS REPEAT BUSINESS!

WRIGHT

It's easy to understand why so many wholesalers and retailers prefer to stock and sell Wrightline Reverse Twist Netting. They know — and their customers will soon find out — that Wrightline Netting, with reinforcing line wires, unrolls straight and flat and stays that way. It's easier to use, too — goes up smooth and tight, has no sags or bulges and is galvanized before or after weaving to prevent rust. Here's an item that you can depend upon for repeat business.

WRIGHT WELDEDGE HARDWARE CLOTH

Wright Welded Hardware Cloth is precision woven with flat wire selvages tightly welded to each filler wire, giving added strength, rigidity and uniformity of mesh. Available in a full range of sizes, heavily galvanized after weaving. Conventional loop mesh also available in all sizes.



WRIGHT HEAVY NETTING

Wright heavy hexagonal netting is in constant demand for baseball back stops, tennis courts, animal pens and hundreds of other uses. This high quality netting has even, uniform meshes and is galvanized to insure that bright, glistening finish desired by both dealers and consumers.

Southern Representatives:

E. L. Hornbrook Co.
Box 176 • Avondale Estates, Ga.

Insect Wire Screen Corp.
East Sixteenth St. • Hialeah, Fla.

Fred H. Zimmerman
6327 Lakehurst • Dallas, 14, Texas
H. Linn Worthington & Co.
Garrison, Maryland

Arch C. McLaren
749 West Snowden Circle • Memphis, Tenn.
Lawrence J. Baldwin & Son
306 Carondelet Bldg. • New Orleans 12, La.

G. F. WRIGHT STEEL & WIRE CO.

WORCESTER 3, MASSACHUSETTS

Write today for catalog on these and other fine Wright Woven Wire Products

Industrial Wire Cloth • Woven Wire Lath • Hardware Cloth • Welded Wire Fabric
Wire Strand • Gutter Guard • Packaged Galvanized Wire
Flower Fence • Hexagonal Netting

dozen to the easel-type display card, with each lure on its own card; one size and one blade color to a card. Wright & McGill Co., P. O. Box 518 aa, Aurora Station, Denver 8, Colo.

333 Fabric Cement. Leaflets and brochures are available as well as mailing cards for dealers on the uses of Tehr-Greeze Fabric Cement for patching, repairing, and mending of any item made of cloth, canvas, leather, and soft wool. Val-A Co., 700 W. Root St., Chicago 9, Ill.

334 Edge Tools. Colorful catalog pages are available presenting the company's line of axes, hammers, hatchets, Bush Hook, sledge hammers, and garden tools. Illustrated. Mann Edge Tool Co., Lewistown, Pa.

335 Vises and Levels. Catalog No. 60 includes descriptions of 64 different vises and 42 levels. Quick reference vise charts and comparative specifications are shown also. There are over 80 individual illustrations. Columbian Vise & Manufacturing Co., 9021 Bessemer Ave., Cleveland 4, Ohio.

336 Household Chemicals. Catalog pages are available on the company's products which include Chimney Sweep Soot Destroyer, De-Moist Air Dryer, De-Moist Mildew Spray, Oven-Aid Oven Cleaner, Mr. Slick All Purpose Lubricant, Free-All Septic Tank Activator. Circulars on some products are offered. G. W. Coughlan Co., West Orange, N. J.

337 Barbecue Portable Pits. Information about styling and cooking features of the 1960 line of "Char-Broil" portable outdoor cooking equipment is provided in a pamphlet. Columbus Iron Works Co., Columbus, Ga.

338 Sweeps and Plow Shares. A colorful wall chart illustrates the Southern Streak line of "Red Streak" high carbon sweeps and other steel plow shares. Southern Plow Co. Division of Columbus Iron Works Co., Columbus, Ga.

339 Marine Cordage. A 28-page marine catalog featuring a special display rack section and showing the company's complete line of rope, cordage, and water skiing accessories is available. Marine Division, Puritan Cordage Mills, 124 Cabel St., Louisville 6, Ky.

340 Plastic Hose Nozzles. A 3-color bulletin, descriptive of Trans-Flo plastic hose nozzles, contains complete information on packaging, displays, and test data. Bulletin L-169A. Vlichek Tool Co., Cleveland 4, Ohio.

341 Spark Plugs. The Mower Power M-42 spark plug which is specially designed for power mowers,

New!



TACKLE BOXES



No. SF1220. Steel; two trays; plastic compartment inserts. Full-opening lid. Black, high-impact Styrene plastic handle.

No. AF1100. Aluminum; one tray; plastic compartment insert. Red, translucent Lucite plastic handle.



A completely new line of eye-filling tackle boxes . . . designed to include the convenience features fishermen want . . . engineered to incorporate the quality features of premium-price boxes . . . priced to sell in the moderate price range.

Look at all these features found only in Old Pal boxes

Exclusive! Retaining wells in lid—a convenient place to lay hooks, flies, shot, etc., without fear of loss while changing lures.

Exclusive! Leaping fish plastic handle (deluxe steel and aluminum models) lends an unusual note of distinction as well as a comfortable grip.

Exclusive! Phosphate coated to prevent rust; baked metallic enamel finish provides exceptionally high gloss and abrasion resistance (steel models).

Exclusive! Plastic tray compartment inserts (deluxe steel and aluminum models); adjustable compartment dividers (standard steel models).

Plus a host of other design and construction features that make Old Pal tackle boxes tops in quality, tops in value and tops in profit potential for you.

OLD PAL, INC., Subsidiary

Animal Trap Company of America

Lititz, Pa. • Pascagoula, Miss. • Niagara Falls, Ontario

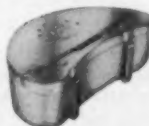
Other OLD PAL Headlines ... for Better Fishing



Metal Minnow Buckets—A complete line of one- and two-piece models, floating and non-floating styles. 8- to 20-quart capacities.



Air Feeder Minnow Buckets—Sturdy, molded fiber "breathes" air in—keeps water fresh and cool. Many styles; 4- to 20-quart capacities.



Bait Boxes—A variety of styles and shapes in heavy gauge steel, aluminum and molded fiber. Also plastic lure boxes and fishing accessories.

See for yourself "tomorrow's products today" in the Old Pal line of fishing equipment. Ask your wholesaler for the new Old Pal catalog.

Free!

Self-service
Display
Merchandisers
from
**CAMPBELL
CHAIN**
help you
earn
over

**100%
MARK-UP!**

Merchandisers cost you nothing when you buy a chain assortment. More sales through display—and every sale earns you more than 100% mark-up.

Complete chain department with either unit—in approximately one square foot of space. Variety of assortments available.

New display has these features:

- Load from front
- Handy bins for accessory items
- New chain cutter attached
- Handy chain-end holders
- Tilted to provide better display
- Suggested retail price sticker supplied
- Interchangeable welded and weldless reels

Stand and cutter for light chain are supplied free with the purchase of various assortments.

**GET COMPLETE INFORMATION FROM YOUR
CAMPBELL WHOLESALE, OR WRITE DIRECT**



power saws, tillers, garden tractors, and similar engine applications, and outboard spark plug are described and illustrated in available literature. Stitt Ignition Co., Marine and Power Mower Div., 86 East First Ave., Columbus 1, Ohio.

345 Builders Hardware. Detailed illustrations and specifications cover the company's latest designs in butt hinges, floor hinges, louver, lavatory, and screen door hinges. The 48-page catalog presents the company's complete line of builders hardware and includes architectural, engineering, installation, and construction information. Several new lines of carded hardware for resale are featured. Milwaukee Stamping Co., 800 South 72nd St., Milwaukee 14, Wis.

346 Outing Equipment. A 24-page catalog on the company's complete line of outing equipment is available. Included are gun cleaning kits, individual cleaning accessories, gun sights, knives, compasses, and miscellaneous sporting products. Marble Arms Corp., Gladstone, Mich.

347 Nails. Technical data, profuse illustrations and suggested uses of the Stronghold and Screw-Tite lines of nails are contained in the literature made available by the company. Literature includes a technical brochure, a recent two-page catalog, and a booklet entitled "New Ideas for Using All-Nailed King-Post Trussed Rafters." Independent Nail & Packing Co., Bridgewater, Mass.

348 Shank Extender and Ballcocks. Bulletin L-321A describes the No. 422 shank extender and three ballcocks. Leaflet explains how the shank extender can be screwed on the bottom of a regular ballcock to make it equivalent to a regular 2 3/4" repair shank ballcock. Outstanding features of the 09, 03, and 07 ballcocks are listed also. Mansfield Sanitary, Inc., Perrysville, Ohio.

349 Chain Saws. Profit opportunities in the chain saw market are outlined in a new booklet, "Pioneer Points the Way to More Chain Saw Profit." The publication describes the complete line of saws, bar and chain, for the professional logger and farmer. Pioneer Saws, OMC Engines & Equipment Div., Waukegan, Ill.

350 Display Boxes for Hardware Products. A two-color envelope stuff-er illustrating and describing nine counter display boxes is offered. The multi-colored display boxes include three assortments of snaps, two of swivel eye and one each of chain repair links, safety gate latches, clothes line holders and safety hooks and eyes. North & Judd Manufacturing Co., New Britain, Conn.
(More Catalogs, page 66)



CAMPBELL CHAIN Company

FACTORIES: York, Pa.; West Burlington, Iowa; Union City, Calif.
WAREHOUSES: E. Cambridge, Mass.; Atlanta, Ga.; Dallas, Texas;
Chicago, Ill.; Portland, Ore.; Seattle, Wash.; Los Angeles, Calif.
Makers of Famous CAMPBELL Jiffy Lug-Reinforced TIRE CHAINS

NEW GARD-N-YARD TOOLS by *Ariens*

you'll want to see at the New York Hardware Show — Coliseum

October 10 to 14 — Spaces 1007 - 1008



FREE-SWINGING
DEPTH BAR

JET **SUPER**

- NEW! CHOICE 4 ENGINES!
- NEW! ALL STEEL 24-INCH TURBO TINES

NEW! REVERSE TINE DRIVE AT NO EXTRA COST!

You'll make money selling Ariens Super JET — America's finest tiller for home gardener use! And you have so much more to sell in quality, construction, performance: Choice of 4 famous-make engines — 3 to 4½ h.p. . . new all-steel TURBO TINES that take less power for better tilling; till 24" wide standard . . . push-pull, friction drive TINE REVERSE at no extra cost . . . chrome-plated handlebars . . . plus fingertip controls and a tiller drive that's engineered with Timken and needle bearings and double Neoprene oil seals for long, dependable service. For solid satisfaction and steady profits — sell Ariens Super JET!

NEW! 5½ H.P. HEAVY DUTY 20-INCH

Ariens **ROCKET**

ROTARY TILLER
with
TURBO TINES

Ariens new 5½ h.p. ROCKET tiller is engineered and built for heavy duty tilling — opening a completely new medium-price sales market for you. Compare its outstanding features, easy handling — and you'll see why Ariens ROCKET is in a class by itself for performance and value.



NEW-IMPROVED **flex-n-float** MOWING WITH



Ariens **Imperial**

26" OR 34"
ROTARY OR
30" REEL MOWER



Only Ariens 4½ h.p. or 5½ h.p. IMPERIAL has true Flex-N-Float mowing! The 26" or 34" rotary mower or 30" reel mower is free to float in every direction — completely independent of tractor wheels — free to follow any lawn contour without scalping! This exclusive feature, plus solid construction . . . easy handling . . . dependable performance . . . year 'round Insta Hitch attachments make Ariens IMPERIAL unequalled on the market today!

Write for money-making facts why only selected independent distributors and dealers sell Ariens Gard-N-Yard tools. Pre-sold by powerful national advertising!

ARIENS COMPANY

223 CALUMET ST. BRILLION, WISCONSIN

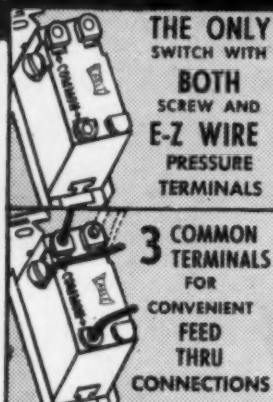
NEW! DIFFERENT!



The ONLY SWITCH
of Its Kind

TOUCH-A-MATIC

AN E-Z WIRE DEVICE



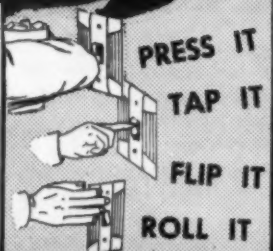
THE ONLY
SWITCH WITH
BOTH
SCREW AND
E-Z WIRE
PRESSURE
TERMINALS

3 COMMON
TERMINALS
FOR
CONVENIENT
FEED
THRU
CONNECTIONS



COMPACT
USE IN ANY
POSITION

FEATHER TOUCH
INSTANT ACTION
ROCK IT—PUSH IT
—TOUCH IT



PRESS IT
TAP IT
FLIP IT
ROLL IT

QUIET SWITCH

15 and 20 A—120-277 V AC ONLY

AUTOMATIC POSITIVE ACTION

Patent No. 2,743,330

Works Mechanically... Not Manually



MEETS
FED. SPEC.



URNS ON
THE LIGHT...
NOT THE
NOISE!

IN
SINGLE POLE
AND 3 WAY.

ALSO AVAILABLE IN
INTERCHANGE TYPE

THE SWITCH WITH ALL
THE ADVANTAGES

AT NO
EXTRA COST
STOCK AND SPECIFY
TOUCH-A-MATIC
CASH IN ON THE DEMAND
FREE SAMPLE UPON REQUEST



See the TOUCH-A-MATIC at EAGLE booth No. 196
Oct. 24-26 NECA Exposition — Las Vegas, Nevada

EAGLE ELECTRIC MFG. CO., INC.

LONG ISLAND CITY 1, NEW YORK

"PERFECTION IS NOT AN ACCIDENT"

351 Metal Household Furniture. A full-color catalog of many models of household stools, serving carts, metal folding bridge furniture, and juvenile furniture is available. Dealers stocking the line may also request display material and co-op ad mats. Hamilton COSCO, Inc., Columbus, Ind.

352 Transparent Plastic Boxes. A bulletin descriptive of Trans-Box transparent plastic boxes has been issued. Boxes may be used for fishing lures, office supplies, bolts and nuts, etc. Featured is the PD-1 assortment which includes a display rack that holds 15 boxes of various sizes and styles, and has a 25 box back up stock. Vichok Tool Co., Cleveland 4, Ohio.

353 Vise Use and Care Charts. The charts present bench vise data on one side and woodworkers' vise suggestions on the other. All details of vise use are covered, from installation instructions to maintenance hints. Printed in two sizes: 8½" x 11" for notebooks, etc., or 16" x 22" posters for bulletin board or vocational classroom use. Identification: L-2098A. The Columbian Vise & Manufacturing Co., 9023 Bessemer Ave., Cleveland 4, Ohio.

356 Wheels. Several new items are featured in a colorful 4-page catalog sheet. Pictured and described are Gleason's slow-speed wheels for replacement, repair and "do-it-yourself," as well as new models of kits, accessories, and karting items. Also described are five narrow-hub wheels, Gleason "hub - stretcher" springs, and Gleason reducer bushings. Featured also are various merchandising helps which include plans for 17 Mobiliving yard and garden items, two wheel display stands, one a counter unit containing eight wheels, the other a metal floor stand containing 46 wheels. Gleason Corp., 250 North 12th St., Milwaukee 3, Wisconsin.

357 Clamps. A 16-page booklet contains illustrations and condensed information on Sure-Tite, Strap-Tite, Noc-Out, and many of the company's other types of standard clamps for hose, flexible plastic pipe, and duct connections. A number of custom-made clamps for unusual applications are described and illustrated also. Wittek Manufacturing Co., 4305-43 West 24th Place, Chicago 23, Ill.

358 Outdoor Clothing and Equipment. A colorful fall catalog contains complete specifications on company's outdoor clothing, hunting and fishing accessories, and marine equipment. Red Head Brand Division, Brunswick Corp., 4311 Belmont Ave., Chicago, Ill.

(More Catalogs, page 68)



Call off the Dogs

One of the junior clerks figured that since the Oxco #12 Brush Merchandiser had done so well selling Oxco brushes, it might move some other stuff, too. Now, it's so well hidden by odds and ends, it can't sell much of anything.

He overlooked two things. First, the Oxco Merchandiser was designed to sell brushes and sell brushes only. That's the job it does and does well. Secondly, no other brush sells so well in hardware outlets as Oxco.

We're all in favor of keeping your Merchandiser stocked, but stock it with the things that move best . . . Oxco brushes. Follow the Turnover Handbook recommendations (except for unusual local conditions) and you'll sell the most brushes and make the most money.

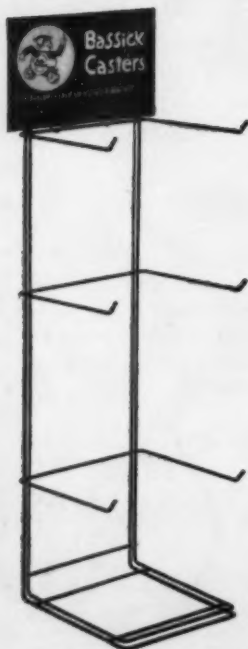
The Oxco #12 Brush Merchandiser features twelve of Oxco's top sellers. If you manage a larger-than-average volume store, we suggest you investigate our #25 unit which efficiently handles twenty-five popular styles. Any questions? See your Oxco jobber. He has the answers.

OXCO
OX FIBRE BRUSH COMPANY, INC.
FREDERICK *Established 1894* MARYLAND

THE LINE THAT
MOVES



New caster merchandiser sparks self-selling



This latest pre-fab sales-builder from Bassick is sure to step-up caster impulse-buying by the "do-it-yourself" and the furniture-repair buff.

It's Bassick's caster merchandising display SSL-60—shown here with a complement of popular Bassick white-wheel furniture casters and rubber cushion glides.

Only a smidgen of counter space is required for this attractive wire display stand. You can hang it on pegboard, too. Yet it easily and effectively displays up to six types of fast-moving carded casters and glides—holds 20 to 30 cards in all. It's light, easy to move about to intercept impulse-buying attention, and can be set-up in an instant. It'll boost sales on side counters, end counters, or islands, and it makes an ideal supplement to a bin display of casters.

SSL-60 is just one of the modern merchandising aids you can get from Bassick. It's free with the purchase of an assortment of the fastest-selling Bassick casters. Ask your jobber about it today.

O.22



359 Water Systems and Accessories. A compact catalog covers the Goulds line of jet and submersible type water systems and accessories. In eight concise, easy-to-read pages, it contains model numbers, illustrations, ratings and prices of the most popular units sold today. Goulds Pumps, Inc., 211 Black Brook Rd., Seneca Falls, N. Y.

360 Fishing Tool. Catalog sheet in two colors fully describes how Ti-Eze lets fishermen tie hooks to lines and leaders in seconds with a snell knot. Also included are complete details on special free display board offer. Airborne Tool Co., 138 Sierra St., El Segundo, Calif.

361 Dealer Displays. A complete line of Picture Frame, revolving and operating displays and demonstrators is described in Amerock Catalog No. 109. Displays are available to dealers with wide assortment of extra hardware for resale, and are designed for use on peg board, on check-out counters, in store windows, or for "on the job" builder calls. Amerock Corp., Rockford, Ill.

362 Tools. A 44-page catalog, listing over 800 individual automotive, industrial, marine, and household tools is available. Features include 246 illustrations in addition to numerous sketches and tables. Eighteen new NRHA-approved hardware displays and 13 new automotive tool display panels are presented for the first time. Fast turnover, essential stock items are indicated by yellow panels. Catalog No. 12. Vlcek Tool Co., 3001 East 87th St., Cleveland 4, Ohio.

363 Levels and Mason's Tools. Ninety items are described and illustrated in a colorful 18-page catalog. Permanent loose-leaf cover lets user keep current price information right at hand. Mayes Brothers Tool Manufacturing Co., Johnson City, Tenn.

364 Pump Financing. "How to Build Your Business by Selling the Way People Buy . . . On Time!" is a booklet which explains the advantages of finance selling, the benefits to the dealer, and the simplicity of the Goulds Finance Plan. Form No. 5640-J. Goulds Pumps, Inc., 212 Black Brook Rd., Seneca Falls, N. Y.

365 Hand Saw Blades. A 3-color catalog page describes and gives specifications for all types of hand hack saw blades. Data includes blade size, teeth per inch, type of alloy, and recommended uses. G. W. Griffin Co., Franklin, N. H.

366 Hand Tools. Catalog Number 60 lists all 200 Barcalo forged hand tools in its 16 pages. New tools featured include the Taper Design



NEW FROM HEAD TO TOE—MELNOR

We don't blame you for being surprised. You sold more Melnor sprinklers last year than ever before. (How could you miss, with network TV and national advertising?) And yet, Melnor makes sweeping

chang
every
any w



THE HANDSOMEST SWINGIN' SPRAYS EVER! See the sculptured lines and gleaming colors of Melnor's completely re-designed wave sprinklers—the big 880 at the top, plus the new 720 and 610 heading the Melnor line-up. And by popular demand, the top-selling 525 makes a return engagement. Next is **MELNOR'S NEW TURRET**, the most versatile sprinkler ever made! It waters wide and narrow strips, rectangles, and squares—with just a twist of its four-position turret! Then comes **MELNOR'S SENSATIONAL PULSATOR**, the sprinkler that spurts long drinks

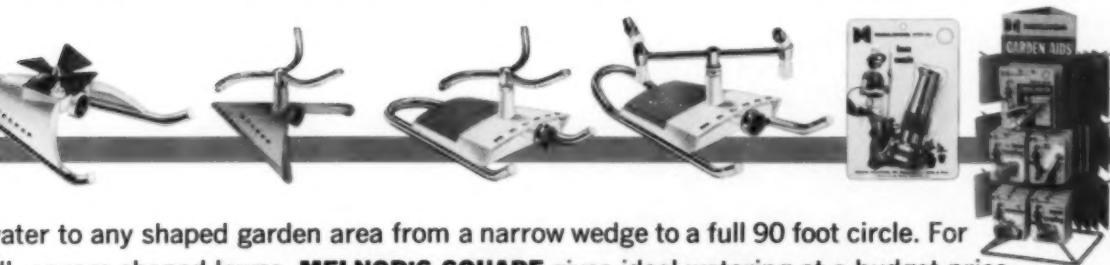
of water
small, so
And rou
your cus
a new lo
RACK. Y

See back of fold-out for famous "Early Bird" Specials—with more Free bonus sp



MELNOR'S GARDEN LINE FOR 1961!

Changes right down the line for 1961. With big improvements in almost every model, and another spectacular TV schedule coming up, is it any wonder Melnor is the No. 1 sprinkler on America's lawns today?

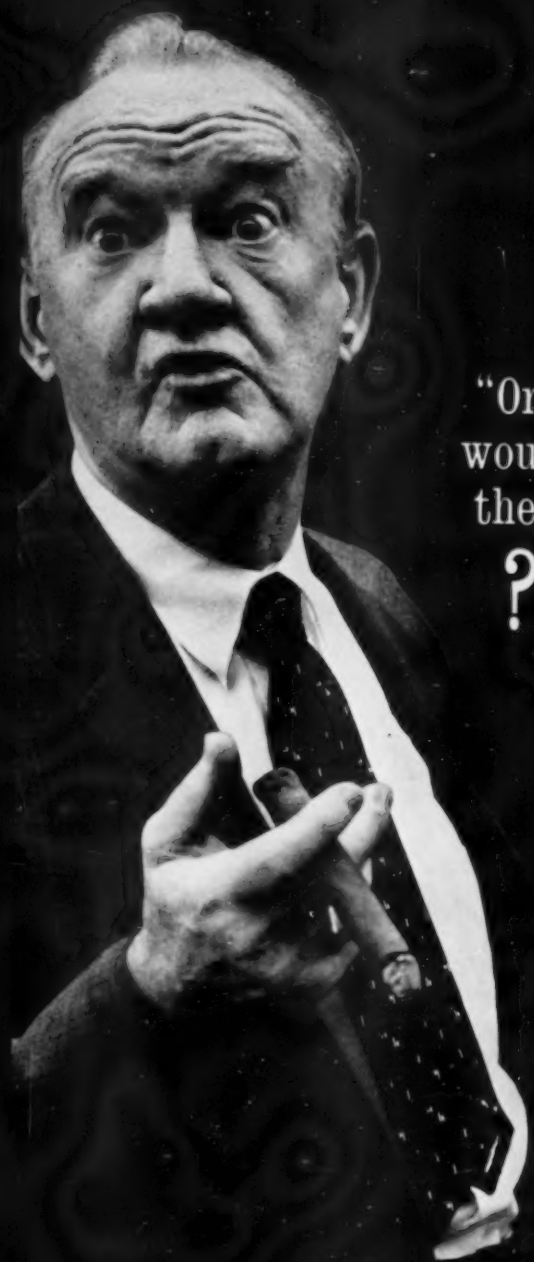


Water to any shaped garden area from a narrow wedge to a full 90 foot circle. For all, square-shaped lawns, **MELNOR'S SQUARE** gives ideal watering at a budget price. Rounding out Melnor's line are the big-demand **REVOLVING SPRINKLERS**, designed to give customers efficient watering at lowest possible cost. Melnor even gives hose accessories new look—with **BRIGHT NEW FULL-COLOR SKIN PACK CARDS** and a **NEW 3-SIDED DISPLAY K.** You get more and faster impulse sales in the same compact counter space.

More sprinklers than ever. See your Melnor rep for record profits in '61!



"After the
tremendous
year
they had,
Melnor
wouldn't dare
change
their line
!"



"Or
would
they
?"

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th

S

DE-



MELNOR

Printed in

MELNOR GIVES YOU FREE SPRINKLERS IN

TWO "EARLY BIRD" SPECIALS

Buy an assortment of these...



Get these free!

No. 78 Assortment of Wave Sprinklers with a Free Bonus of Three Great Sprinklers!

- (3) No. 525 Swingin' Sprays @ 5.95 each.... 17.85
- (3) No. 610 Swingin' Sprays @ 7.95 each.... 23.85
- (3) No. 720 Swingin' Sprays @ 9.95 each.... 29.85
- (2) No. 880 Swingin' Sprays @ 12.95 each.. 25.90

FREE BONUS

- (1) No. 650 Square Sprinkler @ 2.49 each.. 2.49
- (1) No. 675 Turret Sprinkler @ 3.95 each.. 3.95
- (1) No. 950 Pulsator Sprinkler @ 7.95 each 7.95

TOTAL RETAIL VALUE: 111.84

DEALER COST: 58.47

DEALER PROFIT: 53.37

48% DEALER PROFIT!

Buy these...



Get these free!

No. 89 Assortment of Specialty and Revolving Sprinklers with Free Bonus of Two 3-arm Revolving Sprinklers!

- (2) No. 650 Square Sprinklers @ 2.49 ea.... 4.98
- (2) No. 675 Turret Sprinklers @ 3.95 ea.... 7.90
- (2) No. 860 Revolving Sprinklers @ 3.49 ea. 6.98
- (1) No. 910 Revolving Sprinkler @ 5.95 ea... 5.95

FREE BONUS

- (2) No. 810 Revolving Sprinklers @ 1.95 ea. 3.90

TOTAL RETAIL VALUE: 29.71

DEALER COST: 15.48

DEALER PROFIT: 14.23

48% DEALER PROFIT!

NEW BONUS ASSORTMENT OF

SEE 'N SELL ACCESSORIES!



Melnor's See 'n Sell Accessory line now in fast-moving, self-selling full color skin-pack cards. This new assortment comes with a FREE 3-sided revolving wire rack. No. 160S—82 individual pieces including 18 different items, with FREE three-sided counter display rack.

TOTAL RETAIL VALUE: \$65.18

DEALER COST: 41.28

DEALER PROFIT: 23.90

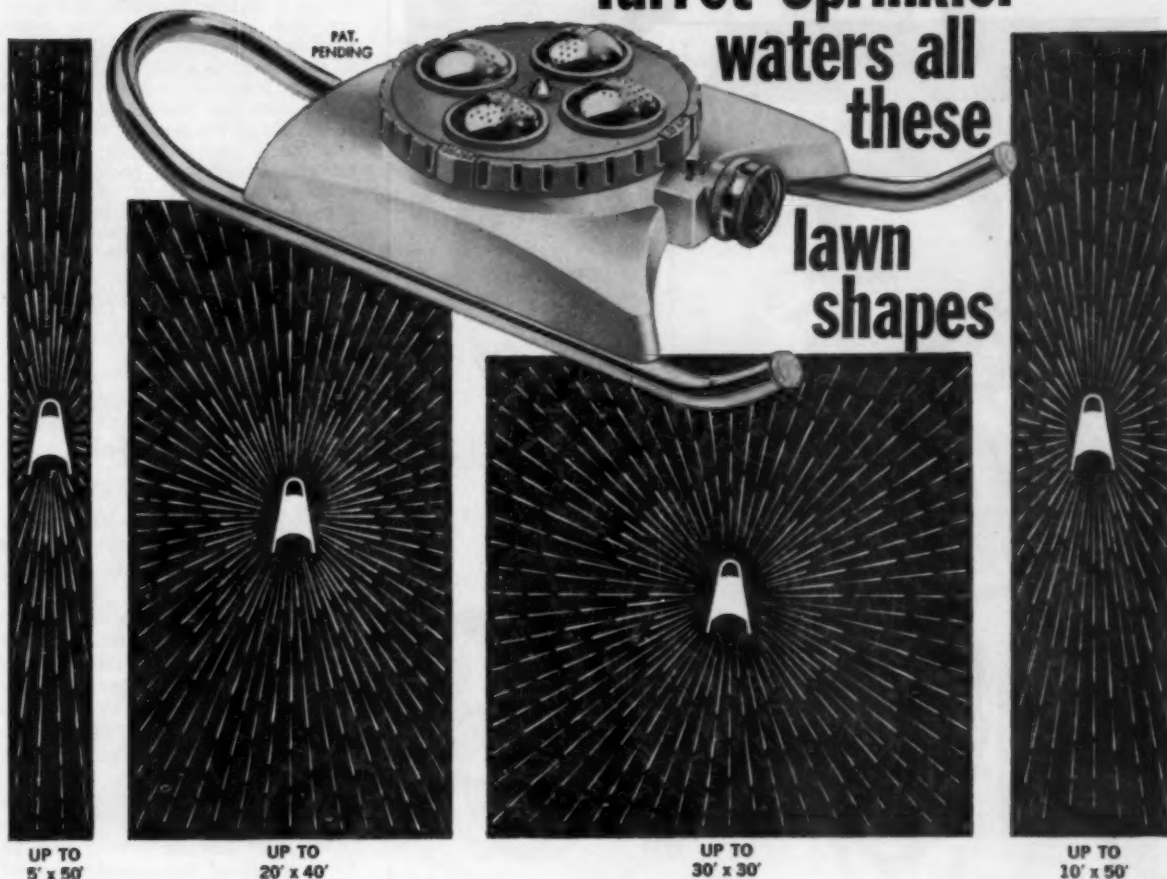
Retail value of wire rack: \$4.00

ORDER NOW FROM YOUR MELNOR DISTRIBUTOR!



MELNOR INDUSTRIES, INC.
MOONACHIE, NEW JERSEY

Melnor's amazing new Turret Sprinkler waters all these lawn shapes



Here's the sprinkler that every homeowner has been waiting for. The Melnor Turret is ideal for watering long, narrow borders of grass along driveways, walks, or flower beds. It covers four different lawn areas, making it the most versatile sprinkler on the market. The four position turret spray selector quickly swivels into place for these spray patterns:

strips up to 5' x 50' and up to 10' x 50', rectangular areas up to 20' x 40', and square areas up to 30' x 30'. It gives even penetration from end to end, without wetting adjacent areas. Handsomely designed, and precision engineered of non-corroding aluminum, zinc, and chrome on brass. The Turret Sprinkler is unconditionally guaranteed for one full year.



SELF-SELLING CARTON

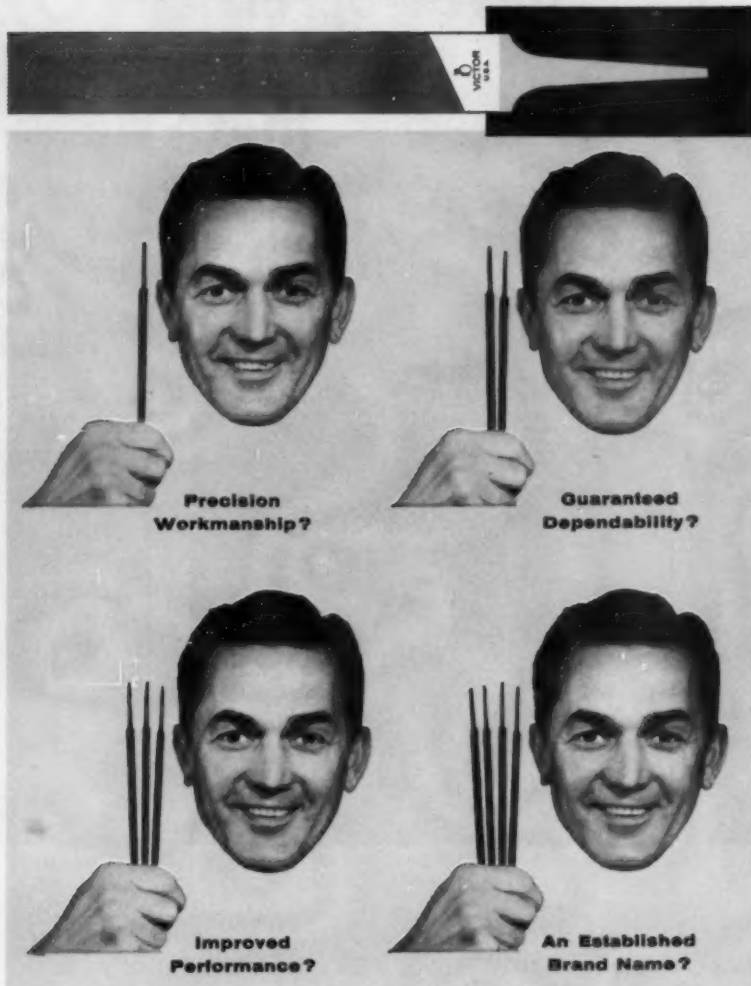
Flip the lid of Melnor's Turret Sprinkler and it becomes a counter display piece. Your customers can see at a glance how this unique four-in-one sprinkler operates.



MELNOR INDUSTRIES, INC.
MOONACHIE, NEW JERSEY

Copyright by Melnor Industries, Inc., 1960

What Sells A File To Your Customers?



Name the features your customers demand... precision workmanship, improved performance, guaranteed dependability, an established brand name... you'll find all of them in new Victor "YELLOW TANG" Files.

And you'll find liberal profit margins, excellent repeat sales potential, and prompt, courteous service from the manufacturer, too... the same outstanding service you've come to expect when you purchase any of the fine Victor metal cutting products.

This newest addition to the expanding Victor line enlarges the scope... and economies... of your single source Victor buying. It means less paper work, simplified purchasing, lower delivery costs and more profit for you.

Complete your stock of profit-making, repeat order Victor metal cutting products now. For information, contact your local authorized Victor Wholesaler.

VICTOR
VICTOR Saw Works, Inc.
METAL CUTTING PRODUCTS
Middletown, N. Y.

POWER HACK SAW BLADES
HAND HACK SAW BLADES
HACK SAW FRAMES
BAND SAW BLADES
HOLE SAWS
FILES

2141



Wrench, the Lock-Jaw Plier-Wrench with Red-E-Release, and Perfect-Grip Pliers. Barcalo Manufacturing Co., 225 Louisiana St., Buffalo 4, N. Y.

367 Stronghold Fasteners. The "Stronghold Line" catalog is a book of 24 pages and covers, size 8½ x 11 inches to fit standard files and binders, and is printed in two colors with quick-reference thumb indexes. It gives complete technical data, including lengths, gauges, head sizes and counts per pound, on 372 sizes and types of Stronghold, Screw-Tite, and other improved nails; and contains information on packaging and other special features. The center page spread reproduces in readable size the complete "Recommended Nailing Schedule" resulting from the company's research program. Independent Nail & Packing Co., Bridgewater, Mass.

Increased Paint Sales

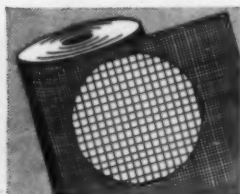
(Continued from page 35)

Conspicuous, self-service display is paying off in sharply increased sales of better-quality brushes, according to Kresin. The open pegboard display contains brushes priced up to \$14 including china bristles, nylon, ox-hair. Sizes range from artist's brushes to six inches. Upgrading the customer to a good brush isn't difficult if the proper strategy is employed, the dealer believes.

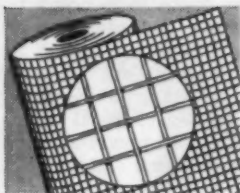
"I put the matter to them simply and succinctly," he said, "by asking them why anyone would pay \$3 for a quart of top-quality enamel and botch the entire job by putting it on with a \$2 brush. It's effective most of the time."

The store reaps handsome dividends in the form of extra revenue by stocking pegboard, in all fast-selling sizes, in a center display. The selection ranges from 2 x 3, 2 x 4, 4 x 8, and 4 x 4. All the attachments are stocked on the other side of the display. Average customer buys at least two sheets of plywood, according to Kresin, and a couple of dollars worth of hooks. He usually wishes to paint the pegboard also, Kresin said, and can be sold a quart of paint for about \$1.95 and a roller to put it on with for 99c.

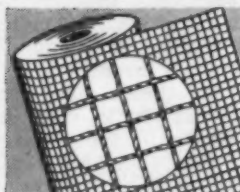
Gene Kresin believes interior paint should be sold on (1) ease of application, and (2) color. In stressing application methods, he finds out the customer's problems and, if feasible, recommends the use of a roller and roller cover.



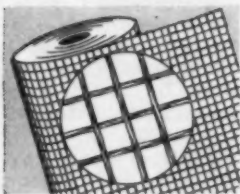
Cel-O-Glass No. 800 CW
— Finest flexible window material available. 14-mesh galvanized wire heavily coated with clear acetate plastic.



R-V-Lite Aluminum Mesh No. 700 W — Two layers of heavy acetate plastic fused over 4 x 4 mesh rustproof, corrosion-proof aluminum wire.



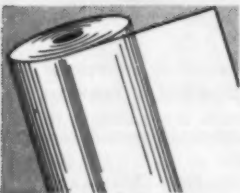
R-V-Lite Green Cotton Mesh No. 100C — Green twisted cotton 1/4" mesh, bonded between layers of clear, tough acetate plastic.



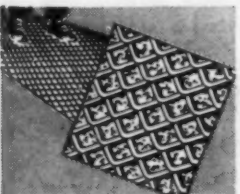
R-V-Tex Protective Covering No. 500X — Clear polyethylene film reinforced with 1/4" mesh white Fiberglass.



R-V-Tex Protective Covering No. 600X — Black on one side, aluminum on other. Double-thick polyethylene film reinforced with 1/4" mesh Fiberglass.



R-V-Lite Vinyl Plastic Sheeting No. 15V — Heavyweight crystal clear plastic, tough, waterproof, highly flexible.



R-V-Tex Floor and Carpet Runner — Lies flat, won't curl. Embossed underside grips carpet. Deep-embossed pattern traps more water, snow and dirt.



Storm-Lite Storm Window Kit No. 245L — Each kit contains clear polyethylene sheet 36" x 72", fiber molding strips, nails. Attractively packaged.

R-V-LITE®

Flexible

WINDOW MATERIALS and PROTECTIVE COVERINGS



Promote Now for Profits Now



R-V-Lite gives you the best products, the best prices... and the best advertising and sales aids to bring in customers and ring up sales. Check your stocks of R-V-Lite Materials. Start using R-V-Lite display materials, circulars and newspaper ads now. If you have not received your R-V-Lite Dealer Kit ask your jobber or write direct.

ARVEY CORPORATION

Since 1903

3500 NO. KIMBALL AVENUE, CHICAGO 18, ILLINOIS

Most people, he believes, don't read the labels and must have application techniques explained to them.

"If the customer is painting over wallpaper in the kitchen," Kresin said, "there's a good chance he'll put on three or four coats and still fail to cover the grease on the paper. You have to explain carefully to him that to do it properly, you, first, seal the wall, put on an oil base to absorb the moisture and, third, if possible, use a roller in applying the paint."

As in other parts of the country, a growing number of residents of the area have taken up refinishing (or "antiquing") old furniture. Fairway Hardware caters to these hobbyists by stocking everything needed to complete their projects, including a big selection of wood stains.

Although each sale is different, the average wood refinishing customer winds up with a minimum purchase of \$10. This includes paint remover, \$1.50 to \$2.00; sandpaper, 59c; stain, \$1.50 for a pint; seal, two coats \$1.50; satin varnish, \$1.90; steel wool, 69c; and a special steel wool wax, \$1.49. The store also frequently rents these customers an electric sander.

Kresin is convinced there is no better method of building paint volume than direct mail. Among successful promotions has been a spring direct mail campaign which covered 5,000 householders in the area. The material included a color chart and a price special of a \$6.95 gallon of house paint for \$5.98.

Shows Films

Another feature which this retailer believes builds paint customers involves monthly showings of educational paint film, provided by a manufacturer, which he personally screens at garden clubs, civic, and women club groups, etc. The film highlights application techniques, new colors, etc. It arouses intense interest, the retailer advised.

The store makes countless sales of ladders to paint shoppers by showing one in each size—four, eight, ten, and twelve feet—by the paint room. The 16-foot shelf display of cabinet hardware also has built steady tie-in business. When people paint their kitchen, Kresin said, they often replace cabinet hardware. The store has a wide variety of knobs, pulls, etc., priced from \$.35 to \$1.70 each.

Semi-Perpetual Inventory System

(Continued from page 36)

entering all merchandise ordered and all new goods received. With that as a foundation, he gradually built up the cards to a point today where the inventory is so near perpetual that nearly all guesswork is taken out of stock buying. It no longer is necessary to wait for annual physical inventory in order to see how well various items sold and how much merchandise is on hand.

Rehmet maintains this inventory on all stocked merchandise except toys and big ticket appliances (a separate inventory has been made for these). The machinery company parts card is altered in ink to fit the specific needs of the hardware store, and recorded on the card in red ink is the figure showing the actual number of the specific item on hand recorded on the card. Blue ink shows the number of the item on hand recorded on the card. Blue ink shows the number of the item on order and when the order went out. The card is five inches high and eight inches wide and con-



"STANDARD" carded hardware attracts customers... boosts impulse sales

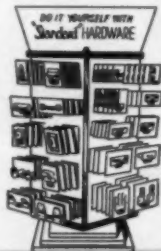
"Standard" carded household hardware, on counter or peg board, sells itself! It commands attention, presents a forceful visual sales message . . . permits the customer to try all moving parts.

Besides saving valuable personal sales time, "Standard" hardware is easy to price . . . simple to stock. All parts and screws are packaged securely on an attractive 3-color card.

It will pay you to "Standardize" on the original line of carded hardware complete with screws—the "Standard" line.

A-1388A

"Standard" Roto-Rack holds 41 fast turnover items



Shelby Metal Products Company
Shelby, Ohio

NOW! THE MOST COMPLETE LAWN SWEEPER LINE IN THE WORLD

NO LOST SALES

Parker

LAWN SWEEPERS

AT LAST . . . A SWEEPER FOR EVERY NEED!
Give your customer *exactly* what he wants in a sweeper. It's profitable and easy now with Parker's complete 1960 line! There's a Parker for his lawn-sweeping needs.

These Parker features: New Roto-Sweep action . . . superior bassine bristle brushes . . . long-lasting, easy-dump hampers — combine to create the world's finest lawn sweepers!

THE LINE OF LEAST SALES RESISTANCE

- **Parkerette 20"**
Lowest cost,
Parker quality
- **Parkerette 28"**
Most popular
manual sweeper
- **Springfield**
Deluxe, with
apron
- **Electro-Sweep**
Electric-powered
sweeping
- **Homomaster**
Heavy duty 2 1/4 hp.
4 cycle engine
- **Trailette**
Easy to tow,
automatic dumping
- **Suburbanite**
Side dumping for
tractors, mowers
- **Estate-Master**
Three gang
sweeper with hitch

Parker
LAWN SWEEPERS

The PARKER SWEEPER COMPANY
Box 720, Springfield, Ohio

FREE! GIANT POSTER ILLUSTRATING COMPLETE 1960 LINE

Mr. Ed G. Nikoden, Parker Sweeper Co.
Box 720A, Springfield, Ohio Dept. SH-10

Rush my FREE giant poster:

NAME _____ TITLE _____

STORE _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Solid Line!



TM Chain is the solid line from every point of view. It includes all types and sizes of Welded, Weldless and Stamped Chain. It's backed up by strong national advertising . . . finest packaging . . . latest sales helps and 87 years of chain-making experience. The result, chain sales you can't afford to overlook—solid chain profits you really ought to investigate. Call your nearby wholesaler or write today!

Proof Coil, BBB, Machine, and Coll Chain • Log Chains • Utility Chains • Animal Chains • All types of Weldless and Stamped Chain • A full line of chain fittings and attachments.

Taylor
Made

CHAIN SINCE 1873

BBB & Proof Coil in Tay-Pails



Distinctive, Easy-to-read Cartons

TM Chain Salesmaker



Special Items in Poly Bags

S. G. TAYLOR CHAIN CO., Inc.
Hammond, Indiana

tains four perpendicular sections or duplications, and the same headings and sections are on the back of the card, giving ample space for the record of several years for an average item. Each of the four sections has these printed column heads, from left to right: Date, Ordered, Received, Sold, On Hand.

The top section of the card carries the name of the item, names of suppliers, list price, cost, quantity discount if any.

The Want Book is a key factor in maintaining the inventory system. When the book shows that a specific item in a certain line is out, this is a signal for a complete physical inventory of the entire line.

For example, if the Want Book shows that electric fuses are out, Rehmet or an assistant immediately takes an inventory of the entire electrical supply section, noting on each item card in red ink the number of every item on hand as of that date, with the date showing at the left of the figure.

Any items of this department already ordered will be shown in blue on the cards, including the dates ordered. Thus, all items running short are spotted, because of the Want Book notation about fuses, and other items shown by the physical inventory to be running low are ordered at the same time the order goes out for fuses.

Because a Want Book notation sets up an inventory of the entire department involved, seldom does any item run out completely, since the automatic physical inventory tied in with the listing in the Want Book spots all other short-stock items before they actually sell out completely.

Rehmet accepts the aid of some salesmen in taking physical inventory of certain merchandise lines. For example, an ammunition salesman helps him to maintain the inventory on all ammunition. There is a card for every type of shell and cartridge stocked.

When the salesman comes around, he takes the ammunition inventory cards and checks each item of ammunition stock, whether or not he sold it, and brings each card up to date. With the physical inventory of that date before him, Rehmet then sits down with the salesman and places his order, entering each ordered item, and the date, on each inventory card.

When such a physical inventory occurs, the new total shown on a

another brand new
MONEY-MAKER!

MIRRO donut maker

to retail at **\$295**
(West, 3.25)

No. 352GM
DONUT MAKER
Shipping Unit—6 only
Shipping Weight—7 $\frac{3}{4}$ lbs.

Using an exclusive mechanical principle, it forms 24 donuts with only one filling, simply by turning the handle. Finished in glistening Gold-Tone Alumillite.

Plan to put more profit in your pocket. Stock and display this new, year-round seller, from now on. People will be looking for it. Newspaper mats available.



Attractive 2-color counter display, holding six Donut Makers, included with each shipping unit.



Comes packed individually in a self-selling Mylar windowed display carton, complete with recipe and instructions.



MIRRO
THE FINEST ALUMINUM

BUY FROM YOUR MIRRO JOBBER!

your customers' best buy

MIRRO ALUMINUM COMPANY • **MANITOWOC, WISCONSIN**
Fifth Avenue Bldg., New York 10 • Merchandise Mart, Chicago 54
WORLD'S LARGEST MANUFACTURER OF ALUMINUM COOKING UTENSILS

card is subtracted from the former total, and a new total of actual on-hand stock is entered in red. Thus Rehmet is able to glance at the card, check the number of items sold between actual inventories and arrive at an accurate estimate of his sales for the next several months, using past sales as a guide.

"When we first started the system," he explains, "we found that we were ordering in entirely too large quantities of many lines, thus slowing down turnover; and we were not ordering enough of certain other, fast-moving items.

We were running out of numerous items and using the Want Book entirely too much."

Rehmet keeps the inventory file in a small cabinet to the right of his desk, so that he may swing around in his chair and use it. He has the cards representing each grouping of merchandise segregated. For example, all cards for bolts and nuts are in a section apart from all other cards; all electrical items are grouped in a separate section, etc.

Further, he has the sections of cards arranged in the file in direct relation to the location of the

merchandise on the floor. The first merchandise group stocked on the right of the entrance (looking toward the front) is in the first section of the top righthand drawer. Each merchandise section thus is represented in the file in the same order that it appears on the floor.

"We find it important to check the cost of each new shipment of any item," Rehmet explains. "The cost of the item at the time the card was set up shows at the top of the card, and if an invoice later shows an increase or decrease in price, we enter the new price and the date.

"This enables us to adjust our own prices at once, before we sell any of the items at the old price."

A SALE IS IN THE MAKING

CHAN NEL LOCK

No. 420

Every time one of your customers "hefts" a CHANNELLOCK No. 420, a sale is in the making. He'll like its pipe-wrench grip... its obvious all 'round usefulness. And the odds are he'll tell you to wrap it up. Hundreds of thousands of hardware store customers do just that every year.

Cash in on Channrellock's growing sales. Put these handy pliers out front where your customers can eye 'em and buy 'em. You'll like the extra profits. Let us send you our new catalog.

CHAMPION DAARMONT TOOL COMPANY
MEADVILLE, PENNSYLVANIA



IT'S
EASIER TO
STOCK JUST ONE
LINE OF PLIERS
IT'S PROFIT-WISE
TO STOCK
THE

Toys Win a Place of Their Own

(Continued from page 38)

which one particular vessel figures, the demand for it picks up. For example, Old Ironsides of Civil War fame, the Spirit of St. Louis in which Lindbergh made the first non-stop solo flight across the Atlantic, are good promotions among history students.

When two ships crash at sea there is a demand for kit models of both ships. Then there are demands for guided missiles, new jet planes that break the sound barrier, and others that make the news. There are wholesale suppliers in many parts of the country who can keep a dealer stocked with these kits as needed. Ordinarily, the range in retail prices is from \$1 to \$5 each, though a large kit like the aircraft carrier U. S. Forrestal and the planes to cover its deck may run to \$8 or \$10.

Many a kid, of course, has to get the money from his parents to buy the kits that strike his fancy. But since most parents consider this a wholesome educational hobby that turns the youngster's mind toward clean interests, he usually gets parental acceptance.

While boys are good customers for kit models, baseball equipment, bikes and other boyish cravings, Mrs. Wrinkle keeps an attractive display of young misses' needs. One uniquely arranged display is a number of articles she lists as "pony tail" items. These also are in year-around demand. They include in eye-appealing designs a record holder (discs for record players), autograph book,

FREE FLASHLIGHTS...

WITH YOUR ORDERS FOR
BURGESS *flashlight*
BATTERIES



**BIG
FALL SPECIAL**
**MAKE AN
EXTRA \$1.00**

With Every Four Dozen Flashlight Batteries. Boost your profit margin to a whopping 41%!

**LIMITED
TIME OFFER!
DON'T WAIT**

Order from your Burgess
Distributor TODAY!

■ Get this free flashlight worth \$1.00 retail with every four dozen Burgess No. 2 (D) flashlight batteries. Here is a quality flashlight with unbreakable brite-glo head, deep set reflector and hooded lens; excellent spot and long beam; positive wiping-action switch. Steel barrel is finished in smart attractive patterns. Made in America to quality standards.

BURGESS SELF-RECHARGEABLE

flashlight batteries are easy to sell. They're America's only sealed-in-steel and chrome protected battery. Big National advertising program includes Post, Look, and 20 other Men's, Outdoor and other influential magazines! Packed in bright counter displays to prompt impulse purchases.

BUY THE BURGESS FALL SPECIAL NOW!

You make an extra \$1.00 on every four dozen! But hurry! Offer is for limited time only. Order NOW from your Burgess distributor.



ORDER THESE BURGESS BEST SELLERS, TOO!



Burgess Radar-Lite—America's most popular portable light.

NEW...

Burgess 12 VOLT Radar-Lite with wide, powerful beam and exclusive "SWITCH-LOCK."



Burgess RADAR-MATE — handy, compact light; uses 3 regular flashlight batteries.

BURGESS BATTERIES BURGESS BATTERY COMPANY

Division of Serrel, Inc.

FREEMONT, ILL. • NIAGARA FALLS, CANADA

CLIP and MAIL TO YOUR DISTRIBUTOR TODAY!

Send me, rush, _____ Burgess Leakproof No. 2 (D size) Flashlight Batteries, with which I get free one \$1.00 flashlight with each 4 dozen batteries.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____

STATE _____

CHECK THIS

FENCE FACTS CHECKLIST...

- ✓ **1** Uniform, heavy zinc coating for positive, long lasting rust protection.
- ✓ **2** Bright, attractive finish that stays new looking.
- ✓ **3** Complete line of all styles and sizes for every farming job.
- ✓ **4** Accurately spaced stay wires, straight up and down; hinge joint construction for easy erection.
- ✓ **5** Full gage wire made from special analysis Republic Steel for greater strength, durability.
- ✓ **6** Full height, full 20-rod rolls give you all the fence you're paying for.
- ✓ **7** Tension curves expertly designed for the right amount of expansion and contraction.
- ✓ **8** Warranty tag with each roll certifying fence that meets ASTM specifications.
- ✓ **9** Integrated production assures controlled quality from iron ore to finished fence.
- ✓ **10** Made in the South to meet Southern farm requirements.



Republic "sales-clincher" features boost your fence volume

Check the facts. Compare the features . . . and you'll know why Republic Southern Fence can help you boost your fence volume.

Sell the features and you sell the fence . . . when it's Republic, the fence that offers your customers *more features*, more "value received" for every fence dollar.

You'll like the ACTION service you get from your Republic Distributor, too. He stocks a full line of quality hardware supplies, and has a full-time delivery system for quick deliveries. Give your Republic Distributor a call. He's listed in the Yellow Pages under **HARDWARE—WHOLESALE**.



REPUBLIC STEEL

Quality Supplies... Quality Suppliers

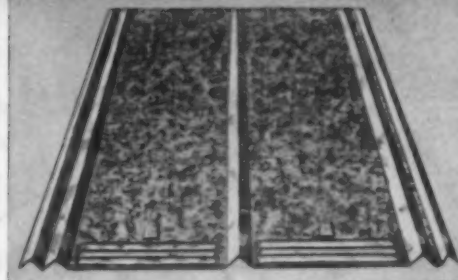


This STEELMARK of the American Steel Industry tells you a product is made of Steel. Look for it when you buy. Place it on products you sell.

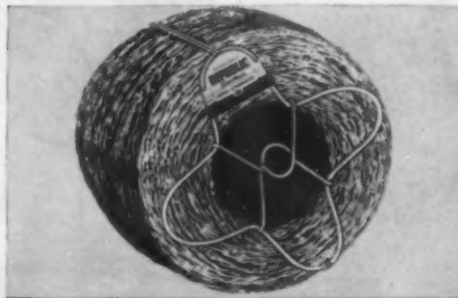
NAILS



PLASTIC PIPE



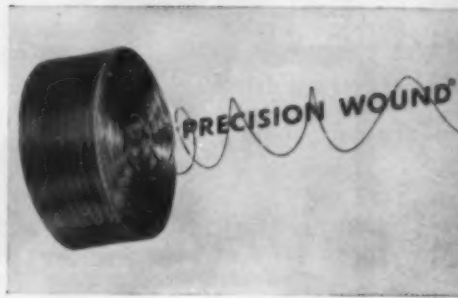
BLUE RIDGE STEEL ROOFING



BARBED WIRE



BOLTS AND NUTS



BALER WIRE

REPUBLIC STEEL CORPORATION
SERVICE DEPT. SH-9715-R
1441 REPUBLIC BUILDING • CLEVELAND 1, OHIO

Please send more information on:

- | | |
|--|---|
| <input type="checkbox"/> 13 1/2 Gage High Strength Barbed Wire | <input type="checkbox"/> Automatic Baler Wire |
| <input type="checkbox"/> BLUE RIDGE Steel Roofing | <input type="checkbox"/> Plastic Pipe |
| <input type="checkbox"/> Southern Field Fence | <input type="checkbox"/> Bolts and Nuts |

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Full Margins! Competitively Priced! Fast Turnover!



THE COMPLETE LAWN CARE LINE

7 Rotary Power Mowers
2 Reel Power Mowers
1 Rotary Rider

2 Heavy Duty, Rotary
POWER TILLERS

EDGER/TRIMMER



- New, Superior Atlas-Aire Tine-Blade Design
- Fingertip clutch and hand throttle
- Heavy duty construction
- Well-balanced for easy control
- 24½" tilling width — remove outer tines for 17¼" width
- 24 high-carbon-steel tine blades
- One model is reversible



- Changes from edger to trimmer in seconds
- 2 H.P. Briggs & Stratton engine with Choke-A-Matic control
- Lightweight but rugged
- Curb roller lowers to level engine when edging at curb
- Deluxe red finish with white trim
- Low-tone muffler



ATLAS TOOL & MANUFACTURING CO.

Founded in 1926

5147 Natural Bridge Road St. Louis 15, Missouri

**Atlas-Aire—Quality built to
outperform all others . . .
RUGGED... YET PRICED RIGHT.**

W002

diary with lock and key to keep the daily musings private, jewel case, overnight bag, savings money container, and similar articles.

Mrs. Wrinkle uses two or three of her juvenile customers of each sex to help her keep informed about the items most in demand. They also help to create that demand by showing their own purchases off to schoolmates or kiddy friends and fanning their interest. One boy, for example, helps her keep posted on what the boys want in model kits. One or two sub-teenage girls know what particular girls are eager for autograph books, record holders, and so on. By keeping her ear to the ground and learning a lot from the boys and girls who come in to explore, she knows what to keep in stock. She keeps on hand what she calls a "want book." In this she lists the popular items that are running low in stock and those for which a demand seems to be in the making.

While Wrinkle's volume of toy sales has increased greatly in the past three years, toys are not yet demanding the full time of a separate sales force. So, for the time being, Mrs. Wrinkle manages the sale of both gifts and toys. Among other promotions she has built quite a trade in bridal gifts by starting many a prospective bride off with one of her five china patterns. She follows each pattern selection sale up with piece sales of the same pattern to wedding guests and to the bride long after she becomes a wife. She keeps a complete record of sales in each pattern, so that she can help the husband, relative or friend remember her with a different gift selection in the same pattern on future birthdays, anniversaries, Mother's Days, and on other important remembrance dates.

Chain-Reaction Buying from Water Systems Sales

(Continued from page 39)

a suction pump installation. It will be around \$650 if it is a submersible force pump installation. If the man knows what he is doing in making the installation, Harris states, his labor costs on a time basis should not be over \$50. The rest of the charge is for parts and supplies, at a reasonable mark-up.

Why don't more hardware stores get into the water systems business?

Because dealers don't under-

For quick turnover, steady profits . . . Display Anchor Brand snaps

No. 1 Snap Assortment
2 doz. $\frac{3}{8}$ " No. 5037 Open
Eye Spring Snaps
2 doz. $\frac{3}{8}$ " No. 437 Swivel
Eye Spring Snaps
1 doz. $\frac{3}{8}$ " No. 231 Open Eye
Bolt Snaps
1 doz. $\frac{3}{8}$ " No. 225 Swivel
Eye Bolt Snaps



Anchor Brand snaps are a profitable staple, sell steadily all year around because they have hundreds of uses for home, farm, ranch and shop. Display them — and you profit.

Try our No. 1 Display Box on your counter, and watch the customers buy. It contains four of the most popular spring and bolt type snaps — six dozen in all, open eye and swivel eye.

You can be prepared for all requests when you stock a wide variety of Anchor Brand snaps. They come in all sizes and types, in steel, iron, brass, bronze and drop forged steel for use with rope, leather, wire or chain. Check with your jobber for your supply of the Anchor Brand line of snaps with quick turnover, steady profits.



No. 3142 Snap,
swivel eye,
 $\frac{3}{4}$ "



No. 251 Snap,
swivel eye, $\frac{3}{8}$ " to
 $1\frac{1}{2}$ ", five sizes



No. 5016 Snap,
loop eye, 1"



No. 734 Snap,
swivel eye,
 $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ "

NORTH & JUDD
Manufacturing Company
New Britain Connecticut

New York • Boston • Philadelphia • Atlanta • Jackson (Miss.) • West Palm Beach (Fla.)
Rochester (N. Y.) • Pittsburgh • Detroit • Chicago • Minneapolis • St. Louis
Dallas • Los Angeles • San Francisco • Seattle • Montreal • London

EVANS launches a nationally advertised line of **WOOD RULES** with this history-making offer!*

(Offer restricted to a limited time only.)

Evans first revolutionized the steel tape market 10 years ago... **AND NOW**

EVANS DOES IT AGAIN... WITH THESE WOOD FOLDING RULES!

EVANS No. X40 "Gold-Tip,"
Boxwood Finish Extension Rule

EVANS No. 060 "Silver-Tip," Snow White
Professional Quality Folding Rule
(Both available in inside reading)

During the past decade EVANS made steel tapes a mass market item by pioneering product improvements, new packaging and merchandising... made them fast-moving, volume hardware store items.

And now EVANS is doing it again — for **WOOD FOLDING RULES!**

Never before so many features — so much extra value to give new life to folding rule sales!

We acquired our own Rock Maple trees and designed and built our own lumber mill in Maine. In Elizabeth, N. J., we constructed and equipped the world's first factory designed specifically and exclusively for the production of wood folding rules.

We have made a product with all the "pluses" that EVANS is noted for and now in addition — for a limited time only — we present this special introductory offer...

*INTRODUCTORY OFFER: (Limited time only.)

1 Rule **FREE** with every **SIX!**

"GOLD-TIP" Extension Rule
You buy 6 only X40 (or X40F) nationally advertised at \$2.50 each, and you get an extra one free!

Your total cost (per box) \$10.00

You sell for \$17.50

YOUR PROFIT \$ 7.50

43% PROFIT !

"SILVER-TIP" Folding Rule
You buy 6 only 060 (or 060F) nationally advertised at \$1.80 each and you get an extra one free!

Your total cost (per box) \$ 7.20

You sell for \$12.60

YOUR PROFIT \$ 5.40

43% PROFIT !

Gentlemen:

Please send me immediately:

Quantity Circle which number

..... 1/2 doz. box No. X40 (or X40F) Rules (and

1 free) @ \$10.00 per box

..... 1/2 doz. box No. 060 (or 060F) Rules (and

1 free) @ \$7.20 per box

..... Introductory Display offer No. 12 (or 12F)

(12 rules plus two free with display rack)

@ \$17.20 each.

EXTRA!

GET A FREE PEG-DISPLAY UNIT PLUS 2 RULES FREE... BY ORDERING THE INTRODUCTORY DOZEN!



Display No. 12

You buy 6 only X40 and 6 only 060, with two free rules, one of each. (Specify 12F for inside reading.)

Your total cost with display \$17.20

You sell for \$30.10

YOUR PROFIT \$12.90

43% PROFIT !

Ship and bill through:

JOBBER

MY FIRM NAME

ADDRESS

CITY STATE

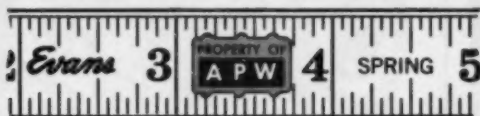
Mail this coupon to:

EVANS RULE CO., 400 Trumbull St. • Elizabeth, N. J.

Here is the QUALITY LINE of

Evans WOOD FOLDING RULES!

NEVER BEFORE SO MANY FEATURES...SUCH VALUE FOR THE MONEY



EVANS EXCLUSIVE! Brass nameplate on all rules, plus full set of "A to Z" metallic finish initials. Customer can personalize his rule quickly...easily.



EVANS EXCLUSIVE! All rules marked in inches plus feet-and-inches for quicker reading. STUD MARKS every 16 inches. "FLAGS" at every foot.

EVANS EXCLUSIVE! Built-in graduated brass tips at both ends on all rules, for accuracy, protection.



EVANS EXCLUSIVE! Newly developed patented spring joints for absolutely rigid locking when open.

EXTRA HEAVY SLATS of quarter-sawn maple for long life, greater rigidity



EVANS EXCLUSIVE! (For X40 and X40F models only) FREE vinyl holster with metal clip — fastens to belt, keeps rule handy.

BRASS EXTENSION, machine graduated with black calibrations for inside measurement. (On X40 and X40F only)

EVANS EXCLUSIVE! MANUFACTURER'S REPLACEMENT AND REPAIR SERVICE! In addition to the standard guarantee of materials and workmanship, Evans will repair their folding rules broken by misuse or accident for a handling charge of only 30¢.

No. 060 "SILVER-TIP" FOLDING RULE

Finest Professional Quality
Triple-Dipped White Finish
Nationally Advertised, \$1.80 each
Available in Regular Reading (060)
and Flat Reading (060F)

No. X40 "GOLD-TIP" EXTENSION RULE

with RULE HOLSTER and Belt Clip
Finest Boxwood Finish
Nationally Advertised, \$2.50 each
Available in Regular Reading (X40)
and Flat Reading (X40F)

Evans RULE CO. Factories at Elizabeth, N. J. and Montreal, Que.

Our VISE-GRIP® sales have increased 3 to 4 times



"Volume is steadily increasing monthly thanks to this attractive display rack"

says Les Vannice, owner
Cascade Hardware, Yakima, Wash.

Here's just one more example of the success the new Vise-Grip display rack is meeting all over the country. Hardware dealers like it because it clearly displays a full line of Vise-Grip products, yet takes only 14 inches of space in the store. Attractive, functional design adds to impulse sales. Customers can easily remove and examine any of the products. Ads featuring this free display rack are now running in Saturday Evening Post, Life, Popular Science, Popular Mechanics and Farm Journal. Order one now and have it up and working for you when prospects come in. Ask your jobber, or write direct to us for your free Vise-Grip display.

Requires a minimum of space (only 14" wide).

Easy to put up. Fits on peg board or wall space.

Features the complete Vise-Grip line.



Prices and models are clearly indicated.

Bright yellow and black with easy-to-read sales message.

PETERSEN MFG. COMPANY

Dept. 5H-10 • DeWitt, Nebraska

Meet price competition profitably with new

RED JACKET **"CUSTOM Submerga"** **PUMPS**

\$172⁵⁰
LIST

**7 GPM MODEL
8 STAGE ¼ HP**

**Built with Traditional
Red Jacket Quality For
Dependable, Trouble-Free Service**

Red Jacket "Custom Submerga" Pumps have a combination of features that assures high performance and dependable operation not available in similar priced units. "Custom" Line retains many of the "Imperial" features but are priced to sell competitively with other submersible pumps which lack Red Jacket quality. These features include:

A six-spline shaft for a positive drive of impellers. A water lubricated, easy to service, 3-wire motor with windings hermetically sealed in stainless steel. High performance pumping to 400 feet with capacities to 900 gallons per hour. Smooth, corrosion and abrasion resistant DuPont Delrin impellers and diffusers¹.

Available in a range of models to handle most farm and suburban home capacities from most pumping depths. Your Red Jacket distributor can explain all the features of Custom models "Submerga" pumps. Call him today.

¹AAI Series only



**RED JACKET
MANUFACTURING CO.
Davenport, Iowa**

Warehouses: Athens, Ore.; Boyertown (Philadelphia), Pa.;
Jacksonville, Fla.; Memphis, Tenn.



WB-275

Vinyl-Clad

RUST-PROOF

FLOWER BORDER and TRELLIS

with 7 FREE STAKES

Vinyl-clad OVER galvanized.
Rust-proof — thick, plastic coating.
Bonded to wire — won't peel or chip.
Colors: Lawn Green or House White . . .
Green for invisibility . . . white for contrast.
Family-safe, — no sharp edges.

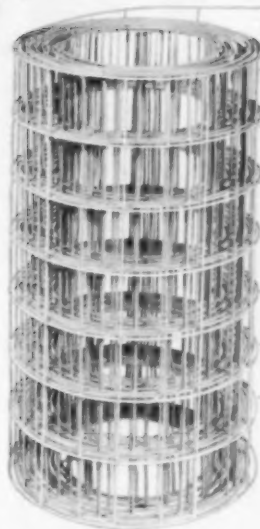
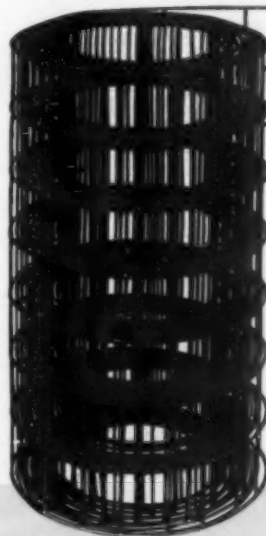
Sell a TWO Price Line —
VINYL-CLAD and Galvanized After

APPROXIMATE RETAIL PRICES:

Vinyl-clad — 14" x 25'	\$3.90
Galv. after — 14" x 25'	2.70



Welded mesh —
2" x 2 1/8",
height 14"
ABOVE ground



Packaged SIX to a Self-Selling Display Carton

GILBERT & BENNETT MFG. CO.

Since 1818 Georgetown, Connecticut • Blue Island, Illinois



Vinyl-Clad

RUST-PROOF

WELDED-FENCE

Vinyl-clad OVER galvanized.
Rust proof — thick, plastic coating.
Bonded to wire — won't peel or chip.
Color: Lawn Green for invisibility.
Family-safe, no sharp edges.
Only fence packaged in cartons.

2" x 2 $\frac{5}{8}$ "
mesh,
14 gauge

**Sell a TWO-Price Line —
VINYL-CLAD and Galvanized After!**

APPROXIMATE RETAIL PRICES:	
Vinyl-clad — 36" x 50'	\$13.85
Vinyl-clad — 48" x 50'	17.45
Galv. after — 36" x 50'	8.75
Galv. after — 48" x 50'	11.05



GILBERT & BENNETT MFG. CO.
Since 1818 Georgetown, Connecticut • Blue Island, Illinois

Now . . . Please Turn Page

Cash in on the gift appeal of Weller Tools!

NATIONALLY

in LIFE on November 21
and December 12.

in POPULAR MECHANICS
MECHANIX ILLUSTRATED
and POPULAR SCIENCE
Full color advertisements
in December issues.

LOCALLY

in SUNDAY NEWSPAPER
SUPPLEMENTS in major
markets with dealer listings

IN YOUR STORE

with FREE PROMOTION
KIT. Includes: (1) Christmas
placard; (2) window streamer;
(3) counter literature;
(4) newspaper ad mat;
(5) easel-mounted LIFE ad.
Order this kit directly from
Weller.



Packaged in attractive gift cartons for Christmas sales



Dual Heat Soldering Gun Kit
model S200K **\$795**
list
Single Heat Soldering Gun
model S100B **\$644**
list



Power Sander and Polisher
model 700 **\$1348**
list
All Weller Tools are
guaranteed for 1 year



Homecraft Soldering Kit
model S250AK **\$1495**
list
Heavy Duty Soldering Gun
model S250A **\$1295**
list

Order now from your Weller wholesaler

WELLER ELECTRIC CORP. 601 Stone's Crossing Rd., Easton, Pa.

NOW!

Buy any 90
1-8 lb. ATLAS
packages (your
choice)
and this PROVEN
PEGBOARD
MERCHANDISER

**GET 10
PACKAGES
FREE!!**



The fast-selling ATLAS line of tacks, brads, nails, and other popular items will move even faster displayed in this proven aid to sales. Order a Handy Dandy assortment today.

HERE'S HOW IT WORKS

	Dealer Cost	Retail Value
90 packages @ .075	\$6.75	\$13.50
Merchandiser (at cost)	1.50
10 packages	FREE	1.50
	<u>\$8.25</u>	<u>\$15.00</u>

Dealer Profit — 45% — \$6.75
Shipping Weight (100 packages with display) 13 lbs.



Atlas TACK CORP.

FAIRHAVEN, MASS. • HENDERSON, KY.

stand pumps, Harris observes. It is really easy, he finds, to learn what is necessary for a hardware man to know about pumps from manuals supplied by the manufacturers.

In particular, the hardware man who ought to prepare now to take on a water systems line is the one located in a town where industry is just beginning to move in, Harris states. For the best market for water systems is the farmer who has hitherto lived on a marginal basis. Now able to hold down an industrial job while farming part time, he is for the first time getting money enough to modernize his home and farm buildings.

It is Harris' observation that a great many small town hardware dealers are badly missing the boat on this particular market, especially in the South where industries are swarming into the small towns and cities.

Saddles and Accessories

(Continued from page 42)

"We simply saw an opportunity to make some additional profit by stocking a line of saddles and riding equipment," Romero explains, "and when a trial order proved the demand we thought the line would have, we increased the stock and began merchandising it the same as any other staple hardware item."

Surprisingly, women buy about one-third of all saddles sold, Romero says. Farmers, small ranch operators and sportsmen buy the remaining two-thirds.

The average saddle sale generally leads to the sale of a bridle, halter, cinches, and other accessory items. These accessory sales amount to as much as \$25, thus upping the size of the average sale materially.

The layout of the store is, roughly, L-shaped, and the saddle department is near the end of the section that extends across the front of the store. Saddles are conspicuous on a three-tiered rack about 12 feet long. Although it is necessary to double up some of the saddles, one atop the other, all are shown in this display. And Romero considers this important. People, and more especially women, like to see all the saddles and then decide which they want. Each saddle carries a price tag, so that prospects may shop leisurely without asking questions.

The rack stands about six feet

if it's a
question of
water pressure...

the
answer
adds
up
to...

"75"



*DEMING "75" Sales Mean Profit to You

Your customers and prospects seek a water system that will be adequate for the number of water-using appliances they have now...or plan for in a new home.

NOW is the season to sell the popular-priced dependable DEMING "75" Home Water System. Whether their interest is in a new suburban or farm home, or in replacing an inadequate or obsolete system—this convertible jet water system means a profit-making sale for you!

Please rush me Catalog C59—complete information on the Deming "75" and other pumps and water systems in the BIG DEMING LINE!

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

**The
DEMING
Co.**

1089 Broadway • Salem, Ohio



back from the wall, and the accessory stock is shown on wall hooks directly back of the saddle rack. These items, too, are conspicuously price-marked for self-shopping. There is ample space between the saddle rack and the wall for customers to see both sides of the rack and also walk along in front of the accessory display.

Although the company advertises the saddles and accessories modestly in the local newspaper and occasionally by radio, Romero considers that the best continuous promotion of the saddle depart-

ment is a large white plaster of Paris horse, mounted on a low platform equipped with rollers. The horse stands about 16 hands high and usually occupies a spot in front of and at one end of the saddle display. One of the high-quality saddles generally sets atop the horse, and the model also is equipped with every accessory associated with a good saddle.

"The horse is so conspicuous that it is almost impossible for anyone to enter the store without seeing it," Romero explains. "The first time a person comes to the

store, he seldom leaves without walking over and looking at the horse. That exposes him to the saddle department. And we find that women, especially, are attracted to the model and frequently regular customers bring their friends in to see it. People who are attracted to the model obviously are interested in horses and thus are actual or potential prospects of the saddle department."

During the dry summer season, the management sometimes moves the horse outside on the sidewalk directly in front of the saddle department, and this invariably attracts a lot of people.

"The model is the basis of our saddle promotion," Romero declares, "and our only problem with it is that someone comes in nearly every week, wanting to buy it. One visiting Texan offered \$1,000 for it.

"And," Romero laughs, "our friends wonder who was the most foolish—the Texan for offering the \$1,000 or us for refusing it."

+

Twin Promotion: Plumbing Fixtures and Paint

(Continued from page 44)

soon have this. The demonstrator model usually is placed in a toy wagon and rolled out to the entrance. It then can be demonstrated during the day, and rolled back into the store at night. Because much of the plumbing advertising is aimed at rural people who install their own fixtures, sales and service on electric pumps is made a part of the promotion.

Special pipe fittings are sold to people who install their own plumbing in rural communities, and the customer is shown how to use the charts and instructions that come with the fittings.

Pump service is fast and good, with installations and repairs made by the mechanic employed by the owners. This mechanic also sometimes gives instruction to the farmer who is doing his own plumbing.

Plumbing repair parts and fittings are stocked in complete assortments, and are given unusually attractive display, on a stand that makes self-service possible. This self-service is important for plumbing repair parts, Tibbels said. The amateur plumber often does not know what to ask for, but recognizes the part he needs when he sees it.

Above the plumbing repair

Display racks free!

DON'T FORGET TACKS

Get the sizes you need for screens, carpets, re-upholstering and other jobs at home!

Cross

EXTRA SHARP

Make it easier for your customers to buy tacks in your store. Don't let them go elsewhere just because they don't see tacks on display.

Cross Tackrax remind people to buy their tacks and related items when in your store.

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this is **NEW** *and* **NEWS** *for you!*

presenting the handsome, powerful

Jacobsen Chief

HOME TRACTOR



36 inch rotary mower attachment available.

Although Jacobsen is best known as the fastest growing name brand in power mowers, it has a wealth of experience in small tractor production. For more than 40 years its Worthington tractors have been preferred equipment on golf courses, parks, school grounds and highways.

To meet the demand for a sturdy lawn and garden tractor, Jacobsen tractor engineers have developed the new Chief—versatile, well built, strictly in keeping with Jacobsen known quality standards.

Here is a new, year-'round seller for you that can put profit in your cash drawer every day. Note these outstanding features:

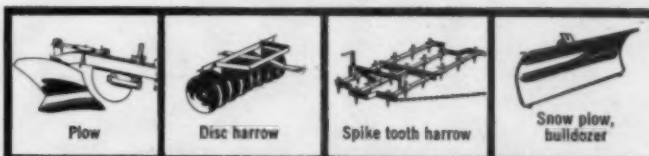
- Big 7 hp engine with rewind starter. Electric starter at extra cost.
- Automotive transmission—3 forward, 1 reverse speed.
- Easy steering, low center of gravity.
- Overall length, 61 inches; overall width, 33 inches; wheel-base 42 inches.
- Over a dozen lawn and garden attachments, built to Jacobsen specifications for extra sales.
- Nationally known name, powerfully advertised.

Selective distribution franchises now available. One more reason why you'll ring up more sales with Jacobsen. Send for details today.

LAWN TOOLS



GARDEN TOOLS



Jacobsen

MANUFACTURING COMPANY, Dept. 5H10 • Racine, Wisconsin

1961, Our
40th Power
Mower Year

2 NEW RIDGID CHAIN WRENCHES



No. C-14
for up to
2" Pipe and
Fittings

No. C-18
for up to
2 1/2" Pipe
and Fittings

**give real Action-Grip
in Tightest Places**

**Work on Round, Square or
Irregular Shapes Other
Wrenches Can't Reach!**

In extra close quarters, there's nothing that'll beat these new **RIDGID** Chain Wrenches for getting the job done. Fast, ratchet-like action in either direction . . . from either side. Give tight grip without crushing. Large, easy-to-grab end ring for fast chain adjustment. Tempered steel chain locks securely . . . releases quickly. Rugged, comfort-grip, I-beam handle, guaranteed not to break or warp . . . handy hang-up hole.

Light and easy to use, these new **RIDGID** Chain Wrenches do everything a regular wrench can do . . . and much more. Stock and display these extra-handy **RIDGID** Wrenches today! Your Wholesaler has them.

RIDGID

The Ridgid Tool Company • Elyria, Ohio, U.S.A.

"STICK" WITH CONSUMERS

"Products of Merit"



Tiger Grip Linoleum Paste

Here's a linoleum paste that has lived up to its name . . . Tiger Grip, and has been used by professional applicators for over 40 years. It's not gummy or lumpy, never needs pre-setting and best of all, it's easy to apply

and clean up when the job is done. Also ideal for felt paper underlayment. Tiger Grip spreads 145 sq. ft. per gallon.

WATERPROOF LINOLEUM CEMENT

For laying linoleum on bathroom or kitchen floors, sink tops, or any other space where spillage, condensation, or dampness exists, be sure to use Consumers Waterproof Linoleum Cement, the linoleum cement that is highly water resistant. Spreads 145 sq. ft. to the gallon.



PROFESSIONAL MECHANICS TROWEL

Model 100

Designed especially for the professional applicator. These trowels have 3/32" serrated blades of the highest quality spring steel. Consumers Professional Trowels feature sturdy handles with

10 countersunk rivets. Model 101 has a deeper serration (5/16") for applying heavy cement for metal or plastic wall tile.



"Once you try Consumers you'll stick with Consumers"

Order from your wholesaler

CONSUMERS GLUE CO.

Since 1906 . . . Pioneers in Floor and Wall Adhesives
1515 HADLEY • ST. LOUIS 6, MO.

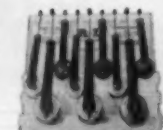


No. 61A DISPLAY

Compact, "shocking pink" point of purchase display holds 3 each of 3 hand sprayer models. 61A display includes 10 No. 231, 10 No. 260, 10 No. 285 hand sprayers with counter or island display. Packed in 1 carton, 15½ lbs.

No. 61B DISPLAY

1 each of three compressed-air sprayer models beautifully displayed in floor unit. 61B display includes 2 No. 191C, 1 No. 120C, 1 No. 258A compressed-air sprayers with floor display. Packed 1 unit, 33½ lbs.



Combine 61A and 61B Displays—Minimum space required—A complete sprayer department

SPRAYERS **R-L** DUSTERS ROOT-LOWELL

**NEW
DISPLAYS
for
1961**

Thousands of dealers agree

ROOT-LOWELL DISPLAYS Sell More Sprayers and Dusters

Four completely new floor and counter displays, in shocking pink and subtle charcoal on simulated wood grain, compliment your store, stop traffic, increase sales.

Root-Lowell's point-of-sale displays are unmatched in the industry

- Only fastest selling sprayers. 7 models meet 95% of demand.
- These complete display merchandisers require only small dollar investment. Displays are free of any cost.
- Detailed, solid selling copy pre-sells your customers.
- Use anywhere—window, counter, floor.
- Streamlined—minimum space required.
- Each display shipped as single unit containing merchandise in standard factory cartons.

No. 61C DISPLAY

New feature display that holds 2 No. 105A 2 gallon compressed-air sprayers with display for island or counter. A long standing favorite of the ladies. Fine for all around garden use. Packed 1 unit, 14 lbs.

No. 61D DISPLAY

Brand new counter display for dusters. Holds 5 No. 443 hand dusters. The ideal all-purpose duster for flowers, vegetables, and mosquito control. Exclusive 3-way nozzle. Packed 1 unit, 9 lbs. including counter display.



ROOT-LOWELL CORPORATION

Division of Root-Lowell Manufacturing Co.

445 NORTH LAKE SHORE DRIVE • CHICAGO 11, ILLINOIS

**ZERO IN ON PROFIT WITH
OLT GAME AND
BIRD CALLS**

**Precision
Crafted**



**OLT'S D-2
Regular Duck Call
BRINGS DUCKS
ON-TARGET
YEAR AFTER YEAR**

The standard of perfection
among all duck calls for shape,
tone and usage. Retail: \$2.75



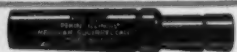
**E-1 Regular Crow
Call\$2.75**



**L-22 Regular Goose
Call\$2.75**



**T-20 Fox-Coyote
Predator Call\$2.75**



**P-17 Regular Squirrel
Call.....\$2.75**



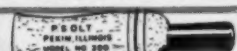
**R-25 Perfect Deer
Call\$3.75**



**O-32 Regular
Pheasant Call\$2.75**



J-15 Duck Call\$1.95



**200 Duck Call\$1.95
(made of wood)**



**300 Goose Call\$2.75
(made of wood)**



**400 Crow Call\$1.95
(made of wood)**

**CONTACT YOUR JOBBER TODAY FOR DETAILS
ON OTHER CALLS IN THE COMPLETE OLT LINE**

Only OLT makes a complete line of 25 Game and Bird calls.
Also Calling instruction records and the finest in hunting accessories.

2 More Profit-Makers

OLT LANYARDS

Made of Waterproof Polyethylene cord.
Model CH (Call Holder) green cord. Holds
any OLT call. Model ASL (All Sports Lanyard)
For referee whistles, knives, keys, etc.
All Lanyards packaged 2 dozen in display
package. Retail 59¢ each.



OLT outcalls 'em all! OLT outsells 'em all!

OLT GAME AND BIRD CALLS
PHILIP S. OLT COMPANY, PEKIN, ILLINOIS

Since 1896



the
steel wool
they order
from
border to
border!

✓ Self-Selling Packages
✓ High Quality — High Profit
✓ Complete Line — All Grades

**NEW 16
PAD PACK**



FLEX-FOLD PADS

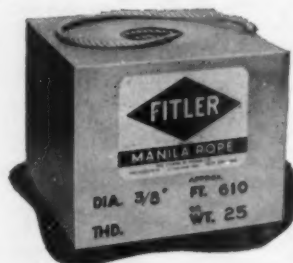
SPLIT—YOU MAKE 2 PERFECT 8 PACKS!

1 POUND TUBES • SPOOL WOOL
FLOOR PADS • HANDI-KITS
SCOUR PADS • SOAP-FILLED PADS

Not sold direct. Order through your Wholesaler.

AMERICAN STEEL WOOL MFG. CO., INC.

42-34 Orchard Street, Long Island City 1, New York



**FITLER
ROPE**

Always Reliable

**MANILA
NYLON*
DACRON
POLYPROPYLENE
POLYETHYLENE**

NOW IN A NEW PACKAGE

Fitler Rope is lubricated against internal friction
while under load and waterproofed to keep it flexible,
wet or dry. It is also rotproofed to arrest the growth
of mold, mildew, fungi and bacteria. Experience has
proven it is this inner, finer quality which gives Fitler
Rope longer life and greater dependability in service.

**SOLD BY HARDWARE DEALERS
EVERYWHERE**

THE EDWIN H. FITLER CO.

Est. 1804

Division of Columbian Rope Co.

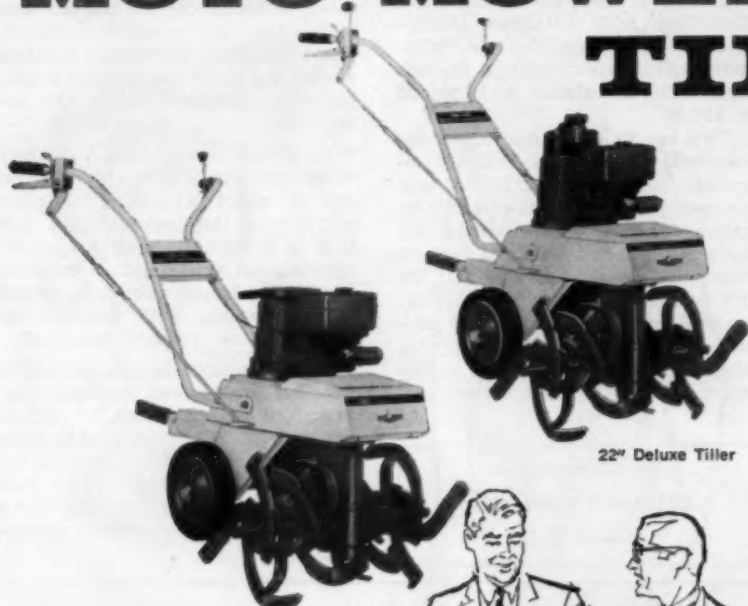
*DuPont Polyester Fiber

PHILADELPHIA 24, PA.



NEW ORLEANS 17, LA.

Start digging profits now with these **NEW** **MOTO-MOWER** **TILLERS**



22" Super Tiller

22" Deluxe Tiller



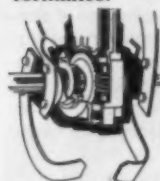
32" Deluxe Tiller

These MOTO-MOWER Tillers are real "Workhorses." They are built to take it and built to perform. MOTO-MOWER gives you a line of Tillers to meet every job requirement.

Here are features you can sell . . . features that mean dependable performance.

GEAR BOX

This gear box is built to last . . . proven by performance. Enclosed worm gear drive with Timken tapered roller bearing. Center location provides maximum tilling depth.



FORWARD WEIGHT

The weight is up front over the Tines . . . the forward location of the engine plus the rugged gear housing gives these MOTO-MOWER Tillers the most favorable weight on tines ratio of any tiller on the market—as much as 50% more than many competitive models. Adjustable wheels change weight distribution.



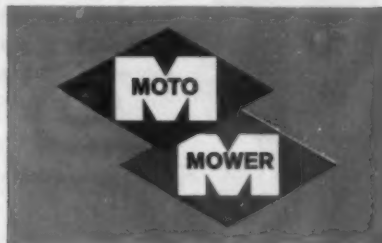
SWIVEL BASE

Swivel base is ideal for easy hilling or going around trees or along fences. (On deluxe models only.)



SELL THESE TILLERS THIS FALL FOR ONLY \$5.00 DOWN WITH MOTO-MOWER'S ALL NEW CONSUMER CREDIT PLAN

Get the full details now on MOTO-MOWER'S New Workhorse Tillers and New Credit Plan. Ask your distributor or write to



MOTO-MOWER, INC. RICHMOND, IND. A Subsidiary of the **DC** Dura Corporation

parts display, light fixtures are shown, the simple, inexpensive units that people want when they do their own installing.

Paints are given just about the same promotion as plumbing supplies. The seasonal promotion centers about a bargain-priced offer of paint or roof cement. When the customer comes in, he sees an unusually attractive paint department, where one complete line takes up most of the space. The cheaper advertised paint that brings the customer in is sold for fences or outbuildings, but the customer is urged to buy the better paint for exterior and interior painting. And he nearly always does buy the standard brand, together with brushes, rollers, and the other accessories needed for painting.

The four-season promotion is advertised with a four-page circular, radio and newspaper advertising. While newspaper advertising is valuable, especially for city readers, the owners trace faster results to the circular and radio advertising.

During the week of special promotion, radio spot announcements are spaced throughout the day, starting with breakfast listening

to catch rural customers. Emphasis is made on the fact that the \$119.95 bath set is a complete package deal, including tub, lavatory, commode, etc. "Nothing Else to Buy!" That phrase is repeated on the air and in the advertising. The listener is reminded repeatedly that the special package price saves him \$39.05.

The advertising also offers other plumbing and bathroom accessories—toilet seats, faucets, bathroom gas heaters, and a 66-inch steel kitchen cabinet sink priced at \$98.95.

"We try to make our one-week seasonal promotion sound important and exciting," Tibbels explained. "We expect the results to go on for weeks afterwards. We have plenty of competition in both plumbing supplies and paints. We get our share of the business by making the four-times-a-year promotion stir up prospects for us. Many of these get the urge to buy when they read the circulars and

hear the radio announcements. Sales that are not actually closed during the week are often closed later in the season."

For the special sales event, the store is made particularly attractive. Windows are polished and filled with the featured items played up in the advertising. The window showing plumbing supplies, with prices displayed, also shows the housewares featured in the promotion. The paint window shows the paint special, but it also plays up standard paints and accessories.

Although the owners and their sales personnel concentrate on selling more plumbing supplies and paints, they never forget that this is a general hardware store, offering all the standard modern items. The housewares department is outstanding, with displays on new fixtures recently installed.

"We concentrate on plumbing supplies and paints because they are four-season items," Tibbels concluded. "Our seasonal sales promotion is aimed at stirring up new interest in them, and to close many of the sales that had their beginning in a previous promotion."

For information on
CATALOGS & BULLETINS
See Page 53

Look again...they've got it!

JOHNSON

AIR COMPRESSORS

More air volume...per pound pressure...per HP per \$

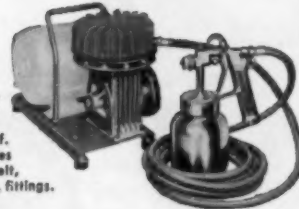
These compressors actually outperform many larger units, yet you can offer them at prices which produce sales and a substantial margin for you. Johnson, with 75 years of experience in building precision pneumatic equipment, knows how to combine really high quality with realistically low cost. You'll make money handling this line of performance-proved compressors.

Dealer Discount 30%

Immediate Delivery from Distributors' Stocks

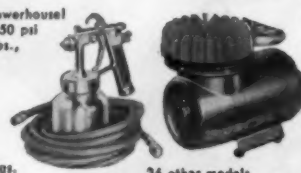
RED HEAD

Model No. 1550
(less motor).
Delivers 3.5 cfm clean,
oil-free air and 50 psi,
yet weighs under 30 lbs.
14" x 8" x 10". Uses any
1/4 hp or larger motor,
engine, or power take-off.
Complete package includes
compressor, pulleys, V-belt,
sprayer, hose, tire chuck, fittings.



POWER AIRE

Model No. 105. A powerhouse!
Delivers 3.5 cfm and 50 psi
but weighs only 23 lbs.,
including 1/2 hp GE
direct-drive motor.
Ultra-compact.
11 1/2" x 6 1/2" x 10".
Complete package
includes motor,
compressor, sprayer,
hose, tire chuck, fittings.



36 other models.
Complete line of accessories
available.



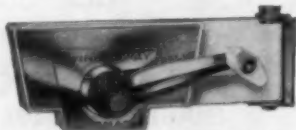
JOHNSON SERVICE COMPANY COMPRESSOR DIVISION
MILWAUKEE 1, WISCONSIN

6-132

8 fast movers for Christmas



automatic-electric
can opener and knife sharpener \$24.95



deluxe automatic
can opener from \$6.95



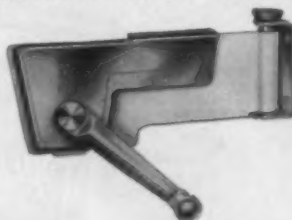
table ice crusher \$9.95



wall ice crusher \$7.95



standard magnetic
can opener from \$3.49



budget can opener from \$1.98



automatic-electric can opener \$22.95



portable can opener from \$1.98

There are so many ways
to make Christmas MERRY
...and these 8 SWING-A-WAY'S
are among the best. For the biggest
Christmas you've ever had, order
them now and keep your stocks
complete all through the season.

you can sell more, make more with

SWING-A-WAY

SWING-A-WAY MFG. CO., 4100 BECK AVE., ST. LOUIS 16, MO. • IN CANADA: FOX AGENCIES, PORT CREDIT, ONT.

\$2.39
RETAIL • FULL PROFIT



SPRAYON JET-PAK SPRAY GUN

Fill the jar as often as needed. Gives even, constant-pressure spray with everything from lacquer, enamel, varnish and latex wall paint to model dope, lubricants, polishes, cleaners and insecticides. Hundreds of uses for the housewife, the hobbyist, the handyman. Easy to get expert results. Retail prices: \$2.39 complete with 6-oz. power unit, sprays 3 full 4-oz. jars. King-size 15-oz. refill power unit (\$1.79) sprays up to one quart. Extra jars with lids to keep colors ready for instant use, 15c each. Distributed through normal trade channels. Sprayon Products, Inc., 2083 East 65th Street, Cleveland 3, Ohio.



PASSES
EVERY
TEST
WITH
HONORS

Woodworking Grades - ROGERS GLUE - 1873-1957

SMOOTHNESS	A+
STRENGTH*	A+
MOISTURE RESISTANCE	A+
TEMPERATURE	A+
PURITY (Non-Stain)	A+

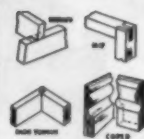
*Holding Power over 3885 lbs. per sq. inch.

For 84 years, Rogers Glue has been tops in its class for smooth, sure strength in sealing all kinds of woodworking projects.

Sample joints at right are just a few of the types illustrated in handy Rogers Book of Woodworking Notes which you can now have FREE.



For Leather Crafts, Print Shops, and other Industrial Arts Courses.



A wealth of wood-working information, just the thing for aid in teaching. Send just 20¢ for a jar of Rogers Glue and your FREE copy of Rogers Project Plans Today.

ROGERS
ISINGLASS & GLUE CO.
GLOUCESTER, MASS.



"MAYES-PAYS" MERCHANDISER

Lots of profitable sales—no floor space. Permanent 18" x 28" metal fixture puts complete level department on your back-bar. Fixture free, extra profit bonus, free levels. Mayes pays three ways on the deal of your lifetime.

WRITE TODAY FOR COMPLETE DETAILS
MAYES BROS. TOOL MFG. CO. JOHNSON CITY, TENN.

"36,000 of us asked for this shovel, and here it is!"



NEW LIGHT WEIGHT RAZOR-LITE®

has same "backbone" construction as the famous RAZOR-BACK

For the millions who want RAZOR-BACK proven premium strength, in a lighter shovel. Popular priced. Pays full profit. Will out-sell any light-weight shovel you have ever handled.

For years, RAZOR-BACK has been the only shovel with a full-length center backbone of 13 gauge steel from socket to cutting edge. With those who want a big, super-strong shovel—many contractors, farmers and others—RAZOR-BACK will continue to be their first choice.

RAZOR-LITE is for those who prefer a lighter shovel. It has the same RAZOR-BACK backbone—but with lighter weight and clear "anti-friction" finish, at an even more popular price.

For quick delivery, order today from your wholesaler.



THE UNION FORK & HOE COMPANY, Columbus 16, Ohio
Green Thumb, Red Hawk and Yard 'n Garden Tools • Flex-Beam Forks • Atlas Industrial Tools

Springfield

America's No.1 Selling GARDEN TILLER



The spunky, spirited Springfield Garden Tillers that will be given the biggest national advertising boost in history. No. 1 seller among branded garden tillers in '60, and because of their solid performance and consumer satisfaction a cinch to be the sales leader again this next season.

Magnificently engineered, perfect operating balance, and a positive action reverse mechanism (optional) that provides exclusive Springfield Reversatility. If it's not in your line, get in line . . . and stock it!

Springfield

Mower fun to sell because there's MOWER PROFITS

Riding Mowers & Suburban Tractor



The Springfield Riding Mowers were top sellers in '60, and with the addition of a big brother . . . the 36" Suburban Tractor . . . this line is the one for '61. Absolutely the hardest-hitting promotion program in the industry, too . . . with a traffic-building Glad Ride Promotion to be publicized in all the nation's major print media. Liberal co-op program and other new features to assure mower selling fun (and mower profits) in '61. Ask your distributor for details today!

Springfield

Product of QUICK MANUFACTURING, INC. The House of Power • Springfield, Ohio

To Up Gun Sales

(Continued from page 45)

"The devoted sportsman knows how to keep his guns in proper working condition. Therefore, we try to aim our message at the many farmers and ranchers who trade with us. These customers really rely on their equipment and need to have it always in excellent working order."

The store salesmen found many customers keep their good guns and rifles in their barns where they can get them on quick notice to shoot rats, hawks, and crows. With just a little sales effort many of these customers were sold on the idea to keep these guns and rifles in cases to protect them and keep them free from dirt and dust.

A small stock of gun sights has met with big approval from gun and rifle owners. An excellent special order service, supported by catalogs, serves hunters who want guns and barrels not in stock.

"As one step in assuring customers better shooting satisfaction we find it pays to go a little overboard in getting a customer who hunts a great deal to buy a rifle sight," Ford explained. "We find they get so much better results that most of them return later to thank us for encouraging them to buy a good sight."

When Ford sells a scope with a rifle or for an old rifle, he encourages the new owner to make doubly sure the sight is set correctly. A few cents spent at a gunsmith can mean many dollars worth of ammunition saved they are told.

Women buy a lot of rifles, guns and accessories at the Mixson store. Promotion of a good stock of hunting equipment directed to women during the late summer and early fall brings a lot of trade for birthday and Christmas presents.

"Women are very concerned about proper care of guns and rifles and they buy a lot of this equipment for their husbands," Ford said. "Gun cases are an excellent extra gift idea that many women like to buy to keep the equipment out of the sight of children."

Layaway is promoted very heavily to keep sales up during the entire year. Sometimes customers are urged to place a few boxes of ammunition on layaway to have when the hunting season opens. The store finds that this encourages heavier buying.

"It may seem like a small thing to have customers place ammunition on layaway," Ford said. "We thought that at first but it didn't take us long to realize how much our customers appreciated this gesture. Many of them told us that by placing their ammunition on layaway they were able to buy more. Also, they said this made it possible for them to have their ammunition paid for when hunting season opens and they could enjoy more hunting than in the past."

The layaway plan for ammunition has been the stepping stone for many guns to be placed on layaway with the ammunition. In one season alone, five customers placed a rifle on layaway along with their ammunition.

Customers are urged to stop by the store after a hunting trip and talk about it with customers and store personnel. Often, the customer is invited out for a cup of coffee so he can relax and talk about his experience. This goes over well with customers because they like to talk about their trips.

"We enjoy our talks with customers," Ford concluded. "However, we try to get a lot of information to pass along to other customers on what to take on their trips, the proper gun and ammunition, where to go, and any other information we think will be of interest to other sportsmen."

Mixson's maintains a promotional campaign on rifles and guns almost every month during the year. Newspaper ads promote these items mainly during the hunting season. Window displays are set up almost every month or every other month during the entire year. The management finds that this department can be profitable every month during the year if accessories are promoted properly. Their sales prove this.

Plumbing Supplies Add \$10,000 Volume

(Continued from page 46)

table," Matthews said. "Although most customers come to the department with something specific in mind, shopping the display sometimes suggests other related items which they would not have bought if they had not been displayed."

The pipe fittings cabinet is arranged for the convenience of store personnel rather than the customer, since self-service for fit-

Springfield Springfield Springfield

P.S.

more
Profits
with
Springfield



A new, fast-moving, high-profit product from the nation's No. 1 tiller manufacturer—at the lowest price in Springfield history! A 2½ h.p. all-purpose garden tiller, with handle-mounted controls, Springfield design and quality, at a sales-making low list price:

\$109⁹⁵

Springfield Springfield Springfield Springfield

QUICK MANUFACTURING INC.,
Springfield, Ohio • The House of Power



Improve your profit picture 3 ways with **Cortland**

HARDWARE CLOTH

Standard and heavy grades, uniformly woven for easy cutting; heavily galvanized. Good for dozens of uses around home, farm and factory: gutter guards, tree guards, machinery protection, skylights, window guards and rat-proofing, to name a few.

- Standard widths from 24" to 48"
- Furnished in 100' rolls • 2, 3, 4 and 8 mesh
- All-welded wire cloths also available in 1/2", 3/4", 1" and 1 1/2" meshes

POULTRY NETTING

Strong, corrosion-resistant hexagon netting made from top-quality electric furnace steel.

- Galvanized before or after weaving
- Available in continuous twist or Lock-Twist
- 1/2", 1" and 2" meshes
- Standard widths from 12" to 72"
- Heavy Animal Pen Netting also available
- Furnished in 150' rolls

WELDED WIRE FABRIC

Exceptionally strong because points are electrically welded with no loss of zinc protection. Meshes are uniform, wires straight, and fabric lies flat when unrolled for easy handling and cutting. Galvanized Before Welding.

- 1" X 1", 2" X 1" and 4" X 2" meshes
- Standard widths
- Other meshes, widths and wire gauges available on special order, galvanized or plain.

things is not encouraged. It is alongside the supply display, with a narrow aisle between.

Although the company advertises the department modestly through telephone book listings and an occasional feature in the store's newspaper advertising, the two major factors that have built the business, according to the store owners, are an adequate stock, selected specifically with the homeowner in mind, and the help and advice available to any customer who wants to do his own plumbing repairs but may not know just how to go about some of them.

One customer recently came in, explained that he was enlarging his bathroom and wanted to install new fixtures and new pipes, and although he had ample spare time to do the work, he had never done anything like this before and wondered if someone could help him.

He had the dimensions of his enlarged bathroom, together with a rough sketch of the room and dimensions. With additional information supplied by the customer, Matthews laid out the pipe and fittings right on the store floor as they should go into the new bathroom. The customer studied the layout, bought everything he needed, including a new commode and wash basin, and went on his way. He called Matthews by phone only once during the progress of the job, to check on a minor item.

"One home-owner tells another," Wehring explains, "until now we have a favorable reputation among home-owners for supplying not only the fittings needed for plumbing repairs but for giving practical advice as well."

A final factor that has helped materially to build the section into the most profitable in the store for the space occupied is a pipe-cutting and threading machine. It not only has done much to increase the sale of pipe and fittings, Matthews said, but it produces some revenue directly.

The machine has the capacity to cut and thread any pipe in size from one-fourth inch to two inches. All store employees are able to use it, in case the regular pipe man is out.

The company charges modestly for the cutting and threading services, at the rate of 10 cents for cutting and 15 cents for threading small pipes, with the charge going up according to the pipe size. It makes a minimum charge of 50 cents for any threading and cut-

It's
Revolutionary...



YET SO SIMPLE

Pre-priced bolts...

THE



COLOR



**tells the
price!**



COLOR ON BOLT DENOTES PRICE

PRICE FOR EACH
MACHINE BOLT
CARRIAGE BOLT
LAG BOLT
PRICE FOR TWO
STOVE BOLTS



SCREW AND BOLT CORPORATION OF AMERICA

**QUICK-AS-A-GLANCE
PRICING...** match the bolt
with the color chart... and
here's what it means:

+ sales + profits
+ turnover — expense
— space

WHO said it couldn't be
done? Screw and Bolt
Corporation has done it!

here's how it works... turn page, please...



New pre-assembled color-coded-bolt merchandiser puts you in business . . .



Merchandiser holds standard package quantities . . . 53 sizes and types . . . all fast-moving sizes recommended by NRHA Turnover Handbook . . . and every bolt is rust-resistant plated.

INITIAL STOCK SHIPPED WITH MERCHANDISER Size and Quantity Shown

ROUND HEAD STOVE BOLTS—ZINC PLATED		MACHINE BOLTS (Con't.)	
3/16 x 3/4"	100	3/8 x 4"	50
3/16 x 1	100	1/2 x 1-1/2	50
1/4 x 3/4	100	1/2 x 2	50
1/4 x 1	100	1/2 x 2-1/2	50
1/4 x 1-1/4	100	1/2 x 3	50
		1/2 x 4	25
FLAT HEAD STOVE BOLTS—ZINC PLATED		CARRIAGE BOLTS	
3/16 x 3/4"	100	1/4 x 1"	100
3/16 x 1	100	1/4 x 1-1/2	100
1/4 x 3/4	100	1/4 x 2	100
1/4 x 1	100	1/4 x 2-1/2	100
1/4 x 1-1/4	100	1/4 x 3	100
MACHINE BOLTS		5/16 x 1-1/2	100
1/4 x 1"	100	5/16 x 2	100
1/4 x 1-1/2	100	5/16 x 2-1/2	100
1/4 x 2	100	5/16 x 3	100
1/4 x 2-1/2	100	3/8 x 1-1/2	100
1/4 x 3	100	3/8 x 2-1/2	100
1/4 x 3-1/2	100	3/8 x 4	50
5/16 x 1	100	1/2 x 2-1/2	50
5/16 x 1-1/2	100	1/2 x 3	50
5/16 x 2	100	1/2 x 4	25
5/16 x 2-1/2	100	LAG BOLTS	
5/16 x 3	100	1/4 x 2"	100
3/8 x 1	100	1/4 x 3	100
3/8 x 1-1/2	100	5/16 x 2	100
3/8 x 2	100	5/16 x 3	100
3/8 x 2-1/2	100	3/8 x 2	100
3/8 x 3	100	3/8 x 3	100

Here's what Screw and Bolt's revolutionary color-code pricing means:

- quick-as-a-glance pricing . . . just match the bolt with the color chart
- no more pricing problems at check-out
- no more price-marking . . . the color tells the price
- no more price-change problems . . . new color charts will be issued

Here's what the new color-coded bolt merchandiser means to you:

- traffic-stopping merchandiser changes bolts from demand to impulse items
- fast-moving bolts (nuts attached) stocked at one location . . . no more running to the back room when



COLOR CODED PRICES

4¢
5¢
6¢
7¢
9¢
13¢
16¢
20¢

COLOR ON BOLT DENOTES PRICE

PRICE FOR EACH:
MACHINE BOLT
CARRIAGE BOLT
LAG BOLT

PRICE FOR TWO:
STOVE BOLTS

STOVE AND BOLT CORPORATION OF AMERICA

Merchandiser—36" wide, 22" deep, 64" to top of sign.

Check out, color-coded price card.

the customer says "I want some of these . . ."

- attractive display of bright, plated, rust-resistant bolts upgrades sales for higher profits
- merchandiser equipped with prominently-displayed color-price chart (with additional handy charts for check-out locations)
- re-stocking simplified . . . labels for all sizes included

Contact your preferred wholesaler for the profit story on Screw and Bolt's revolutionary color-coded, pre-priced bolts.

Place your order now for immediate delivery of the new profit-boosting color-coded bolt merchandiser . . . the really new idea in selling nuts and bolts.

VMA-7624

SCREW AND BOLT CORPORATION



OF AMERICA

P. O. Box 1708 • Pittsburgh 30, Pennsylvania

DIVISIONS: Pittsburgh • Gary • Southington Hardware • American Equipment

AMERICA'S MOST COMPLETE LINE OF INDUSTRIAL FASTENERS

ting job.

"We find it better to charge for this service," Wehring pointed out, "because some people bring in their own pipe for cutting and threading. If a customer buys pipe for a major repair job, we do the cutting and threading for him as a part of the sale. In this way, we do not penalize good customers and we keep others from taking advantage of us."

The pipe machine has been the means of introducing numerous customers to the plumbing supplies section. A man brings in pipe to be cut and threaded, sees the display of supplies nearby and remembers it the next time he needs more pipe and supplies.

Val-Test Group Offers Annual "Book of Gifts"

THE ANNUAL Book of Gifts for 1960, produced by Meyer Merchandising Service, Chicago, is being offered to hardware retailers through the Val-Test group of 31 independent hardware wholesale distributors serviced by the Meyer organization.

The "Book of Gifts" is a 16-page catalog with eight pages in full color and eight pages in monotone. There are about 90 name-brand gift items displayed in the book which runs the gamut of hardware-houseware gift merchandise.

In addition to four special coupon items featured in the book, many of the other items are being offered at special retail prices.

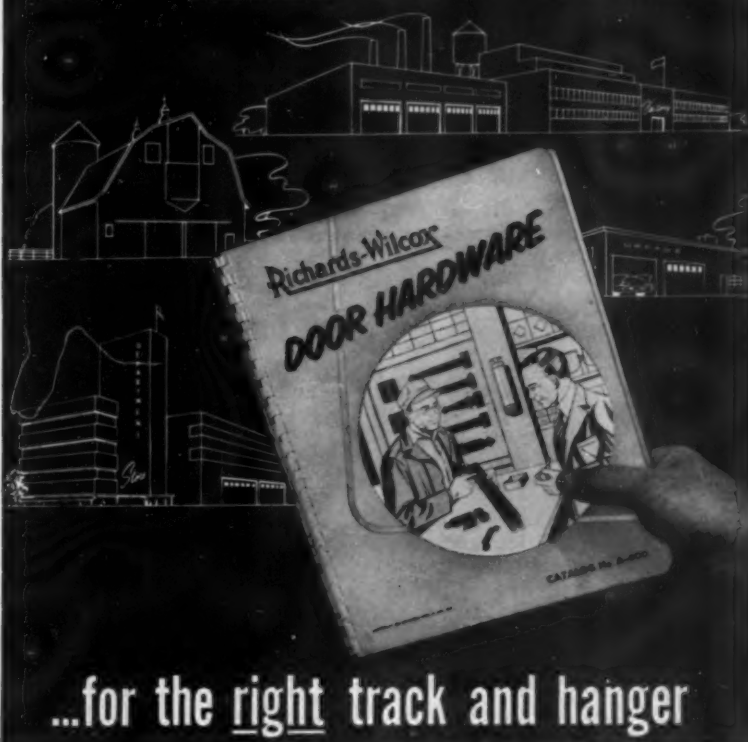
Wiley Morris Appointed Vice-President of Stowe

THE APPOINTMENT of Wiley W. Morris as vice-president of the company is announced by Perry Faeth, president of Stowe Hardware & Supply Co., Kansas City, Mo. Morris will hold this position in addition to the post of general sales manager to which he was promoted in 1959.

Morris became associated with the wholesale organization in 1923 and during his earlier years was engaged in warehousing, sales, and purchasing. Since 1947 he has held the sales positions of industrial sales manager, city sales manager, and assistant sales manager.

As vice-president and general sales manager, he is responsible for all of the sales activities in the eight midwestern states travelled by Stowe salesmen.

ONE DEPENDABLE SOURCE



From lightweight sliding doors for barns and machinery sheds to extremely large industrial sliding doors R-W offers a track and hanger combination designed to meet your customers exact requirements. Each is "job-rated" to offer years of dependable service and trouble-free operation. Now is the time to check-through your R-W Catalog "warehouse" of "profit-plus" hardware specialties. Stock-up now with the many fast-moving standard items and keep in mind the many specialties that you will want to order on customer request. Remember your R-W Catalogs include everything from airplane hangar door hardware to vanishing door hardware . . . its your direct line to "extra profits."

QUALITY FEATURES

Track and hanger aprons finished in Gray Enamel specifically formulated for R-W to provide maximum resistance to rust and weather.

Heavy-duty construction used throughout R-W Hangers . . . available with roller or ball bearings . . . most offer both vertical and lateral adjustments plus many other important features.



Trucks on all R-W Hangers are cadmium plated at no extra charge . . . protects against rust and corrosion...

Track available in wide variety of types and sizes to meet specific job requirements.

Hangers available to carry doors of very light weight to doors weighing over one ton.

Write today for complete information . . . request your free copy of Catalog No. A-400.



Richards-Wilcox

MANUFACTURING COMPANY

A HANGER FOR ANY DOOR THAT SLIDES

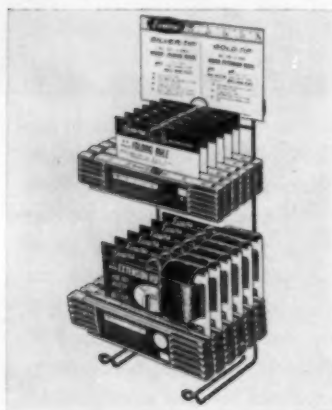
336 W. THIRD ST. • AURORA, ILL. • Branches in all Principal Cities

DEALER SALES AIDS

For more information on these sales aids use the free post card on page 51

Folding Rules Rack

A limited time introductory offer for its new line of Wood Folding Rules is announced by Evans Rule Co., Elizabeth, N. J. The offer brings retailers a dozen rules, six X40 and



six 060, plus two free demonstrator rules, one of each, along with a free display rack, adaptable to pegboard, wall, or counter.

The unit yields the retailer a profit of 43%. Moreover, the manufacturer states, any order of six rules during the introductory period will include a free demonstrator rule. For more information—

Write in No. B1 on card, Pg. 51

Hammer Handle Display

LaPierre-Sawyer Handle Co., Jackson, Mo., is offering a hammer handle display free with the purchase of an assortment of 60 handles. Five each of 12 different items are included in the assortment.



The display may be used on counter or peg board. It holds only Seal Brand Hammer Handles. For more information—

Write in No. B2 on card, Pg. 51

Garden Tool Merchandiser

Great Neck Saw Manufacturers, Inc., of Mineola, N. Y., is offering a lightweight, compact, garden tool merchandiser called TF-24. The display unit measures 13" x 8" and can



be placed on either counter or wall.

The merchandiser contains 24 garden tools with heavily plated, cold forged steel blades that will not rust nor tarnish, look like stainless steel. The hardwood handles are fire grained and weatherproof.

The assortment consists of six trowels, six transplanters, six weeders, three forks, and three cultivators. One garden tool merchandiser is packed to a carton, shipping weight is 12 lbs. For more information—

Write in No. B3 on card, Pg. 51

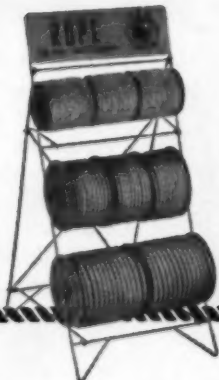
Caster Merchandiser

Bassick Co., Bridgeport, Conn., is offering a merchandising display for carded Bassick furniture casters and glides.



The wire-stand display is designed to occupy only a minimum of counter space, and displays up to six different types of carded casters or glides—20 to 30 cards in all. The stand measures 30" in height and the base size is

Pick your PLYMOUTH Profit Maker



Self-sellers all! These Plymouth rope merchandisers make it easy to stock, display, dispense and *sell* rope. Whatever emphasis you put on rope sales, whatever your customers' needs—Plymouth gives you the right combination of ropes and the right display. You can choose one or a combination of units—even have a complete rope department in *only 2 square feet of space*. Cash in with the Plymouth line—write or call: Plymouth Cordage Company, Plymouth, Massachusetts.

SQUARE CARTON—Feeds from top or front. Rope is Reddy-Measured—marked every ten feet. Marking does not disfigure rope. All hardware and boating rope sizes up to $\frac{3}{4}$ " diameter.

ROPE DEPARTMENT RACK—A compact money-maker. This rack comes free with dealer purchase of 3 cartons of standard sizes from $\frac{1}{4}$ " to $\frac{3}{4}$ " diameter plus one carton of 50' or 100' HandyPaks. Rack takes up less than 2 square feet of floor space. Top basket holds smartly packaged Plymouth items including starter ropes and water ski tow ropes.

HANDYPAKS—Here's the one that originally brought rope up from the basement—rope in attractively packaged 50' and 100' coils for impulse sales. Ideal for counter, window or floor display. Available in Plymouth Ship Brand, Sisal Rope, Plymouth Nylon, Goldline and Dacron.

SALESRAK—Designed for the dealer with steady rope volume who wants to build up impulse buying. Complete display and dispensing rack free when ordered with initial purchase of SalesRak 11-spool unit. Rope sizes available are most wanted hardware and boating rope sizes. Dispenses $\frac{1}{4}$ " and $\frac{3}{8}$ " diameter ropes in lengths up to 300', and $\frac{1}{2}$ " diameter ropes in lengths up to 200'. Five famous Plymouth Boating Ropes are also offered in SalesRak put-up—Goldline, Nylon, Dacron, Diamond Braid Polyethylene* and Ship Brand Manila.

*Not available in $\frac{1}{2}$ " diameter.



Plymouth Cordage Company

Plymouth, Massachusetts

9" x 11".

The wire rack display stand is given free with the purchase of an assortment of the fastest selling Bas-sick casters. For more information—

Write in No. B4 on card, Pg. 51

Lawn Sprinkler Package

Proen Products Co., 9th & Grayson Sts., Berkeley, Calif., announces a special promotion offer carrying a discount of 48 percent as an inducement for its dealers to order their spring requirements for lawn sprinklers early this year.

The promotional package, #156, gives the dealer three free Square-



spray lawn sprinklers and considerable free promotional and advertising materials when he buys three Squaresprays; one counter display of Waterfeeders; 12 boxes of Waterfeed 30-10-10 (regular \$1.00 size) and two boxes of Waterfeed 30-10-10 bulk pack. The entire package will cost the dealer \$27.03 and return him \$51.54.

The offer is good only until January 31, 1961. For more information—

Write in No. B5 on card, Pg. 51

Sales Aids Brochure

A Sales Aids brochure is offered by Lancaster Pump & Manufacturing Co., Inc., Lancaster, Pa., to present to dealers its advertising and merchandising program for its line of pumps and chain saws. The brochure illustrates the various display material, the newspaper ad mats, etc., and gives other detailed information. For more information—

Write in No. B6 on card, Pg. 51

Bird and Game Calls

The Philip S. Olt Co., Pekin, Ill., is offering a special Fall Bonus Package. The package contains 36 calls, including 18 Regular Duck Calls, six Perfect Goose Calls, six Regular Crow Calls, and six Fox-

Coyote Calls.

In addition to the calls, the package will also contain three neoprene re-



coil pads at no cost to the dealer, and a free point of purchase Durarack display. Total value of the package, excluding the display, is \$120 retail, but dealers can order the package for the price of the calls alone, or \$65.70.

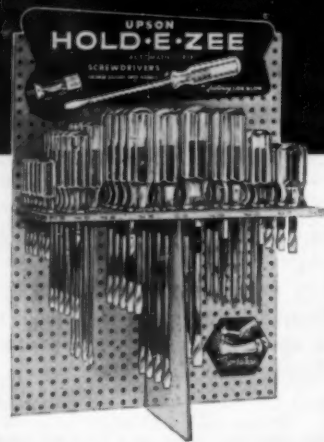
The offer expires November 15, 1960. For more information—

Write in No. B7 on card, Pg. 51

Twin Displays . . . Double Business

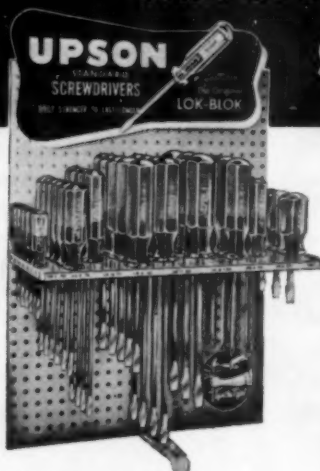
with UPSON and HOLD-E-ZEE

SEL-FAST UNITS



HOLD-E-ZEE HEZ-9 ASSORTMENT

The original automatic grip screwdrivers, gripper recedes deep into handle, patented LOK-BLOK insert, chrome vanadium hex blades, special bit fits both crosspoint screws. Popularly priced. List \$34.70



UPSON UP-39 ASSORTMENT

Upson Standard Screwdrivers have same top quality and outstanding features (except gripper) of famous Hold-E-Zees—but low priced. List \$30.50

Each is different, outstanding and free! Durable, colorful combination pegboard and clear plastic shelf construction. Ideal for counter and pegboard wall. A traffic stopper. Immediate increased sales thru self-service. Compact—takes only 11" space.

Shelf holds 39 drivers, 9 fastest moving sizes, two types (31 slotted head, 8 crosspoint), number and price each driver printed on shelf. Each assortment packed one to a carton. Order from your jobber today!

UPSON BROS., INC.

Rochester 14, N.Y.



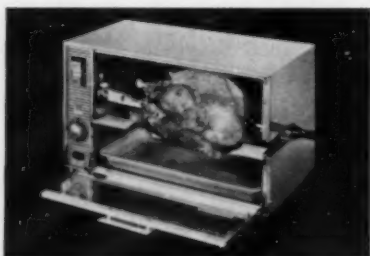
THE NEW IDEA LINE

The new Spray, Steam & Dry Iron with 3 Wash and Wear Settings!

The new General Electric Spray, Steam & Dry Iron sprinkles as it irons. It offers your customers 3 extra settings for wash and wear—not just one as in ordinary irons. The new Even-Heat system prevents scorching or marring the most delicate fabrics. *New lower temperature setting* permits steam ironing of many wash and wear fabrics. General Electric Co., Portable Appliance Dept., Bridgeport 2, Conn.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



Now—amazing “Open-Air” broiling! New General Electric Rotisserie-Broiler gives meats a true outdoor-broiler flavor.



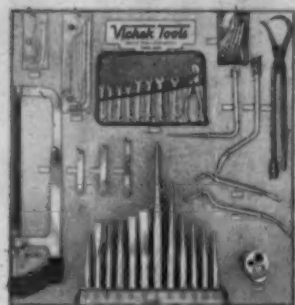
Sharpens knives, too! New General Electric Portable Mixer beats, whips, mixes drinks and has an optional knife-sharpener.



Cooks indoors and out! General Electric Portable Grill gives food that big outdoor flavor. Handy “Keep Warm” area.

Tool Display Panel

A display panel, containing 36 tools, many of them recent additions to the Vlček line, is announced by Vlček Tool Co., 3001 East 87th St., Cleveland 4, Ohio.



land 4, Ohio.

Known as A-150, the display is mounted on a heavy panel. It is 24 inches square.

Tools included are feeler gauge sets, spark plug gap gauges, brake pliers, brake spring tools, brake adjusting tools, screw extractor sets, hack saws, ignition wrench sets, stud removers, punches, chisels, and hex key wrench sets.

The display can be used singly or in combination with other Vlček units to form large wall panels. Weight is 40 lbs. For more information—

Write in No. B8 on card, Pg. 51

Tack Merchandisers

W. W. Cross & Co., Jaffrey, N. H., is offering a new dynamic display card for insertion into its tack merchandisers. The card gives a new sales pitch and shows where tacks can be used by the "do it yourself" man around the home.

The display racks are free, with no deals required, and are designed



to stand or hang on pegboard. For more information—

Write in No. B9 on card, Pg. 51

PRINTED HELPS

and other sales aids

The Ruberoid Co., 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc., a two-piece metal entrance doorway sign; and a truck sign. Also included are a number of colorful counter displays. For more information—

Write in No. B10 on card, Pg. 51

McCulloch Corp., Marine Products Div., 2901 East Hennepin Ave., Minneapolis 13, Minn., offers the following promotional aids to dealers. Scott's display service "A" and "B", which gives dealers a continuous flow of point-of-purchase display material throughout the year—each service consists of four mailings of

An Open and Closed-face Case



A good pair of team-mates to display and sell together. Each has great eye-appeal and is beautifully packaged — together they cover most fishing needs, are easy to sell. Long life and sturdy performance are built in by AIREX, America's oldest maker of Spinning Tackle.

IMPALA — easy to sell, easy to use. Has all of the features of the high priced models but priced for volume sales. All metal, beautiful Epoxolite finish. List \$12.95.

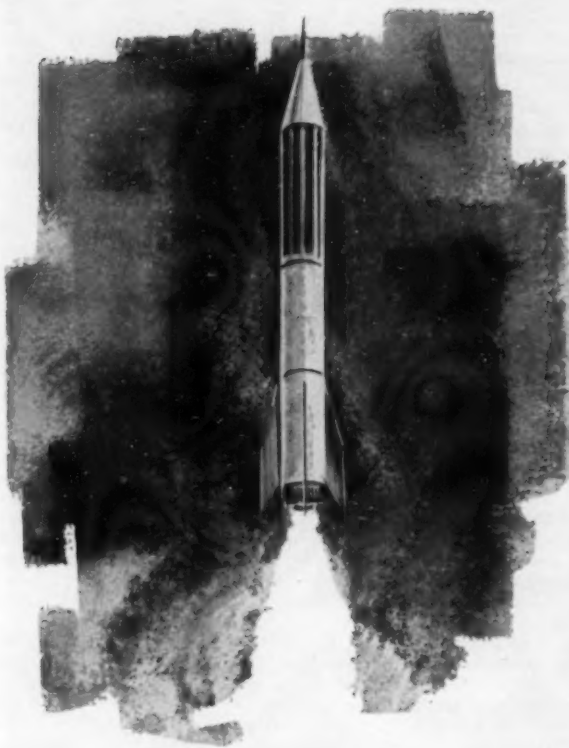
LARCHMONT — exclusive quadrant Brake, 2 different size spools to hold 200 yds. of 6 lb. test line or 200 yds. of 10 lb. test line. Handsome gold Epoxolite finish.

List (with 2 spools) \$32.50.

Unconditionally Guaranteed by

AIREX

Division of The Lionel Corporation
15 East 26th Street, New York 10, N. Y.



New steels are
born at
Armco



from missiles to mowers . . .
Sheffield has the right bolts

The world is so full of things. And so many of them are made with bolts. From rockets that shoot for the moon, to mowers that trim the lawns of suburbia. The list is next to endless.

Meeting the many different needs for steel bolts takes a lot of doing. Sheffield does it with one of the world's largest bolt plants, staffed by an expert team of specialized bolt metallurgists, engineers, research and quality control men.

All of which means your customers can depend on you for any bolt need when you stock a wide variety of Sheffield bolts. Make your store "bolt headquarters." You'll not only sell more bolts, you'll pick up impulse sales of

other merchandise by customers who came in with just a bolt in mind. Get in touch with your Sheffield distributor.



BOLT PRODUCTS

SHEFFIELD DIVISION



ARMCO STEEL CORPORATION

OTHER DIVISIONS AND SUBSIDIARIES: Armco Division • The National Supply Company • Armco Drainage & Metal Products, Inc. • The Armco International Corporation • Union Wire Rope Corporation • Southwest Steel Products

display material which ties in with Scott's national advertising. In addition, Scott makes available line folders, price sheets, service uniforms and emblems, billboard poster roadside signs, radio scripts, 30-minute movies, store-front signs, and clock signs. For more information—

Write in No. B11 on card, Pg. 51

The Wood Shovel and Tool Co., Piqua, Ohio, offers to dealers a brochure and a proof sheet on advertising mats which are available free of charge. A self-mailer on the company's Jet-Lite line of shovels, spades and scoops can be used by the wholesaler and the dealer alike and is available in any quantity upon request. A floor type shovel rack which provides a great degree of flexibility inasmuch as it can be moved from one part of the store to another and which displays six or more shovels, spades and scoops is made available at a small extra cost. Also at modest cost, the company offers three merchandiser and display rack deals for shovel and steel goods. For more information—

Write in No. B12 on card, Pg. 51

The Acme Shear Co., Advertising Dept., 100 Hicks St., Bridgeport, Conn., is offering free to dealers mats for their local newspaper advertising on Kleen-cut Scissors and Shears. A four-page folder showing

the 28 mats with a postage paid return order card is available upon request. For more information—

Write in No. B13 on card, Pg. 51

O. Ames Co., Parkersburg, W. Va., is offering a wide variety of ad mats on its full line of garden tools. Available in one column size, the mats provide generous space for imprint and price. A proof sheet showing available mats is available upon request. For more information—

Write in No. B14 on card, Pg. 51

Henry L. Hanson Co., Worcester, Mass., has available a Self-Seller Drill Display which requires 14 inches of space. A clear cover highlights the high speed drills which are held in support holes that serve as a drill gauge. The size and price are marked and quantities are varied according to demand. The cabinet has a storage rack for extra stock. An information chart is also available. The Hanson Self-Seller Display Cabinet for taps and dies contains initial assortment of taps, dies, screw extractors, die stocks and tap wrenches, including all popular sizes, and is graduated according to normal customer demands. The cabinet requires counter space 18 inches x 13 inches and has space in the back for extra stock. For more information—

Write in No. B15 on card, Pg. 51

S. G. Taylor Chain Co., Inc., Hammond, Ind., and Pittsburgh, Pa., offers dealers a chain display stand with long-leverage chain cutter. When holding its maximum seven reels it serves as a chain department in itself, occupying less than two square feet of floor space. For more information—

Write in No. B16 on card, Pg. 51

Hoosier Tarpaulin & Canvas Goods Co., Inc., 1302-10 West Washington St., Indianapolis 6, Ind., offers new complete sales programs for wholesale distributors on Hoosier Tarpaulins, Tents, and Boat Covers. These sales programs include the suggested stock of the fastest selling sizes or models and complete advertising, sales promotion and selling aids including miniature tarpaulins and tents, wall display posters, signs, newspaper ad mats, self-mailer envelope stuffer brochures, list price selling catalogs, individual display cartons, inventory control cards, and glossy photos. For more information—

Write in No. B17 on card, Pg. 51

Chas. O. Larson Co., P. O. Box 358, Sterling, Ill., offers five assortments with colorful display plates which have a 3-way display. They may be displayed on the counter with the installed free standing legs, hung on 1/4" or 1/8" perforated board, or af-

DRAPER-MAYNARD SPORTS EQUIPMENT

One is best!



Just like "too many cooks spoil the broth"—the more sporting goods lines you have, the more headaches! More costs, too! You save when you stock and sell the one complete line of sports equipment your customers know... Draper-Maynard and MacGregor golf and tennis. You reduce inventory headaches, brand confusion, duplication of orders, effort and paper work. In their place you get a complete line, with quality assured, quick delivery, faster turnover and higher profits. Get the full story. Write today for complete information, catalogs, and name of your nearest Draper-Maynard wholesaler.



DRAPER-MAYNARD SPORTS EQUIPMENT

a division of The MacGregor Co. 4861 Spring Grove Avenue, Cincinnati 32, Ohio



3 h.p. GILSON SUPER DELUXE

and now we are

50

... and going like sixty with a brand new 1961 tiller line. It's called the "Golden Jubilee" in honor of our fiftieth year in manufacturing fine garden equipment. It's a line all restyled and filled with important new sales features to make our fiftieth year your biggest year for sales. Come join our "sellabration" of new high profits and quick turnover nurtured by the industry's most intensive promotion program. Become a Gilson dealer today. Write, wire or phone your Gilson distributor or contact us for details.

watch our ads for even greater things to come!

GILSON BROTHERS CO.
BOX 152, PLYMOUTH, WISCONSIN



LARGEST MANUFACTURER OF ROTARY TILLERS IN AMERICA



3 h.p. GILSON CORPORAL



3 h.p. GILSON CADET



GILSON HOME AND FARM MIXER



GILSON KOMPOSTER

PLANTS IN PLYMOUTH, WISCONSIN • OOSTBURG, WISCONSIN • FREDONIA, WISCONSIN • STATESVILLE, NORTH CAROLINA

SOUTHERN HARDWARE for October, 1960

For more information use Handy Return Card, Page 51

117

fixed permanently to wall or counter with screws furnished. These assortments contain Turnbuckles, machine threaded Eye Bolts, Lag Screw Threaded Eye Bolts, "S" Hooks, and "U" Bolts. For more information—
Write in No. B18 on card. Pg. 51

Southern Screw Co., Statesville, N. C., offers the Wood Screw Actual Size Chart which is designed especially for the hardware dealer with a customer who wants a wood screw "just about this size." The chart illustrates the actual size of wood screws in lengths from 3/16" to 6" and #0 to #24 diameters. Also illustrated are driver types and head

styles with materials and finishes listed. The chart is printed on glossy stock. Dealers may obtain the chart without charge from their distributor—available through this source only. For more information—
Write in No. B19 on card. Pg. 51

Champion DeArment Tool Co., Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display tool rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include #31 which is designed as a permanent display. The 31 different

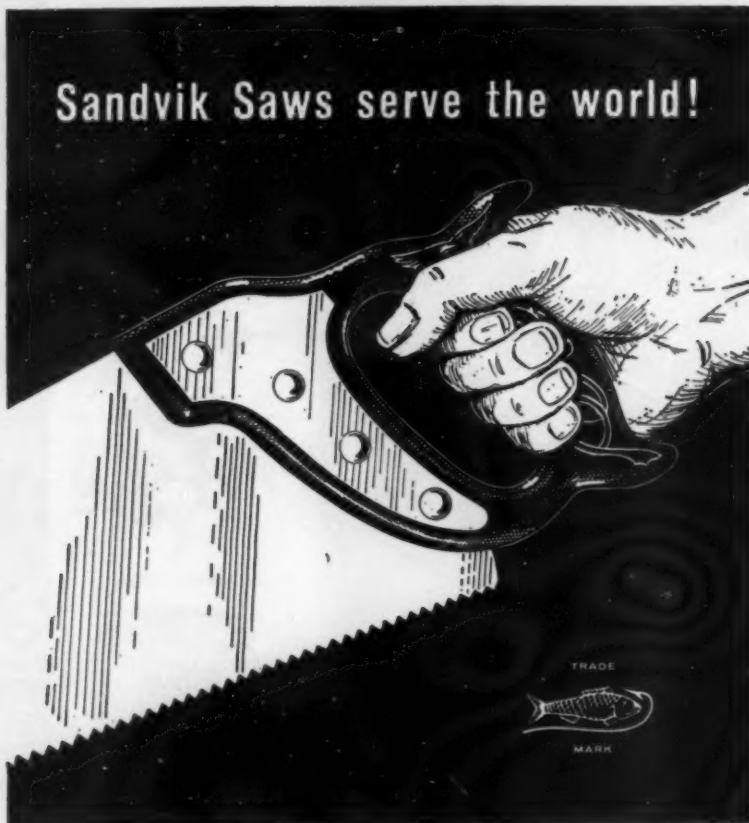
pliers are fastened on the board which is 34" plywood, measuring 24" x 30". Display boards #69, #96, and #93, of the same size, are dispensing boards containing selected assortments of the complete line of pliers. A new program includes peg board displays available in 12" x 24" and 24" x 24" panels both dispensing and permanent type of displays which can be made up in 48 different assortments or in special assortments according to the distributor's wishes. These panels can be hung up, can be eased, can be arranged in a back to back display (two panels) or in the case of the 12" x 24" panels they are also available in three-sided and four-sided rotators. No charge is made for the boards when merchandise is purchased, boards remaining company property. Small 4 1/2" pliers available in five different patterns are merchandised on 3-color display board and are also available in a velvet lined fitted case. Advertised as Channellocks "Little Champ" pliers. A colorful display featuring four Electronics Pliers is also offered free. For more information—
Write in No. B20 on card. Pg. 51

Wickwire Brothers, Inc., Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope stuffers are available in addition to ad mats of company products. For more information—
Write in No. B21 on card. Pg. 51

Fuller Tool Co., Inc., 3522 Webster Ave., New York 67, N. Y., offers a complete self-service "screwdriver department" in the form of hang-up rack at no cost to dealers. Fuller screwdrivers, individually carded and priced, may be hung from the rack for customer convenience. For more information—
Write in No. B22 on card. Pg. 51

Parker Sweeper Co., Springfield, Ohio, offers dealers and distributors free of charge a wide range of promotional material including catalog sheets, envelope stuffers and window banners. Also free newspaper mats and radio script and TV films are available for use under Parker's 50-50 cooperative advertising plan. For more information—
Write in No. B23 on card. Pg. 51

G. N. Coughlan Co., 29 Spring St., West Orange, N. J., has a cooperative advertising arrangement wherein the manufacturer pays 50% of a dealer's cost (up to \$5.00 as manufacturer's maximum share of each ad) on any ad placed by a dealer on any of manufacturer's line of household chemicals. For cash refund of manufacturer's share of each ad cost, the dealer sends tear sheet and in-



Sandvik Saws serve the world!

Traditional Swedish Craftsmanship

OTHER PRODUCTS SANDVIK OFFERS

BUCK SAWS
FILES
CHISELS
PLIERS
SCYTHES

... all made
from the finest
Swedish Steel!



... is built into every fine Sandvik hand saw. Blade of Sandvik Swedish Steel, recognized the world over for its exceptional cutting qualities.

Recommend, stock and display Sandvik hand saws, because when you offer Sandvik you are offering the best.

Sandvik STEEL INC.

Saw & Tool Division

1702 NEVINS ROAD, FAIR LAWN, N.J.

The NOBLE Line of Value-Packed

superbly designed sporting arms!



**Lightweight
Favorite!**

MODEL 70 — Pump Gun

Perfectly balanced, a fine lightweight .410 shotgun in popular slide action design. Safe, economical, excellent choice for women or youngsters. Ideal for small game at short range or small bore skeet events.



**VARY-CHEK
Equipped!**

MODEL 60 — 12 and 16 Ga.

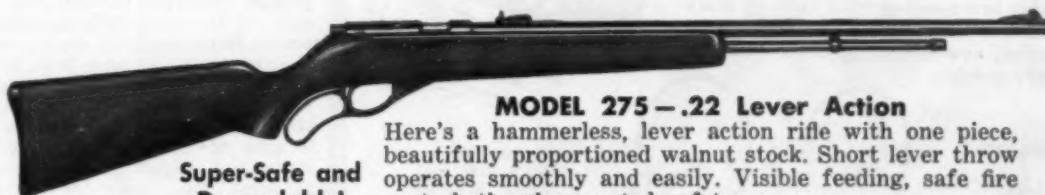
Beautifully finished, reliable slide action gun, fitted with new Vary-Chek (variable choke) and resilient rubber recoil pad. Available also as Model 65 with plain barrel, full or modified choke, no recoil pad.



**Beautifully
Balanced!**

MODEL 420 — Double Gun

A traditional hammerless double barrel, double trigger example of superb old world craftsmanship. Perfectly balanced with smooth, positive action. Left barrel is full choke; right modified. 12, 16, 20 ga.



**Super-Safe and
Dependable!**

MODEL 275 — .22 Lever Action

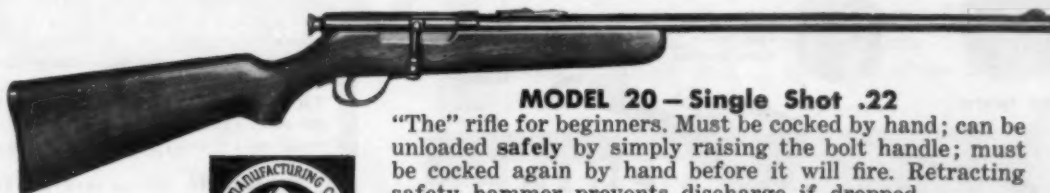
Here's a hammerless, lever action rifle with one piece, beautifully proportioned walnut stock. Short lever throw operates smoothly and easily. Visible feeding, safe fire control, thumb operated safety.



Real Value!

MODEL 235 — .22 Slide Action

Excellent for small game, target shooting and all-around use. Features adjustable sporting rear sight; ramp patridge type front sight. Receiver machined for quick detachable dovetail mount for telescopic sight.



MODEL 20 — Single Shot .22

"The" rifle for beginners. Must be cocked by hand; can be unloaded safely by simply raising the bolt handle; must be cocked again by hand before it will fire. Retracting safety hammer prevents discharge if dropped.



Please write for complete illustrated catalog and price lists.

Address your inquiries to: **NOBLE** The NOBLE Manufacturing Co., Inc., Dept. H1, Haydenville, Mass.

voice from the newspaper to manufacturer within 30 days after insertion. Mats are furnished free upon request. Also available are counter cards and window streamers. For more information—

Write in No. B24 on card, Pg. 51

Stanley Hardware, division of The Stanley Works of New Britain, Conn., has developed a Hardware Center for the retailer which offers basic stock selection, positive inventory control, and organized visual display. A total of 174 fast-selling items were selected and mass merchandised in 22 product related groups. The basic selection is compatible with the NRHA Turn-

over Handbook. All items are visually packaged. Wire display racks organize the products into related groups. Group header signs identify each product group. Inventory control cards are supplied for visual stock control. A merchandising manual, installation instructions, and complete promotion kit are supplied with the sale of any 11 groups. For more information—

Write in No. B25 on card, Pg. 51

Bridgeport Fabrics, Inc., Bridgeport, Conn., offers free of charge a window streamer featuring Inner-Seal, extruded rubber garage door weatherstrip. The streamer, which is hung vertically, measures 8½" x 17"

and is black, yellow, and white. For more information—

Write in No. B26 on card, Pg. 51

Lamson & Sessions Co., 5000 Tiedeman Rd., Cleveland 9, Ohio, makes available to dealers a colorful flexible bolt display, the stand of which is 54" high, 24" wide, and 24" deep. Display trays are 14" deep, 23" wide, and 9" high, and provide an eye-catching setting for the company's "Brite-Plated" bolts, nuts, and screws. For more information—

Write in No. B27 on card, Pg. 51

Chas. O. Larson Co., P. O. Box 358, Sterling, Ill., manufacturers of wire goods, wire specialties and hardware construction sets consisting of seven styles of saw horse brackets and eight styles of folding table leg brackets for the do-it-yourself trade, has available for dealers envelope stuffers which may be obtained in moderate quantities without charge upon request. A silent salesman wire display rack is available without charge in a choice of two balanced assortments of four construction sets. Counter models for three styles of saw horse brackets and three styles of folding leg brackets are available without charge under certain conditions through wholesalers. For more information—

Write in No. B28 on card, Pg. 51

The Edwin H. Fittler Co., Philadelphia 24, Pa., offers the following sales aids: (1) Octagonal Display and Dispenser Boxes for 3/16" dia. up to and including 3/4" dia. sizes both Manila and sisal rope, (2) Fittler measured rope marked at intervals of 5. Available on request in Fittler Octags only in sizes 1/4", 5/16", 3/8", and 1/2" diameters. (3) A wire rack requiring 20" x 30" floor space for displaying and dispensing three sizes of rope—a small charge made for this rack when ordered with 300 lbs. or more of rope. (4) "Take-Along" coils of Fittler Manila rope, 50' and 100' individual coils wrapped in polyethylene for self-service selling from Dispenser Rack. The rack, on rollers, is furnished free when a complete group is ordered. Delivered in 300 lb. lots (order may be combined with other Manila rope). (5) The No. 57 Rope Merchandiser, 54½" x 44½" x 23¼", will hold six full Octags or six full reels of rope or a combination of both. Rope feeds through guides to a measuring device and cutter. To all dealers handling Fittler brand Manila rope, Fittler will furnish, on request, metal signs for counter or wall use. For more information—

Write in No. B29 on card, Pg. 51

Independent Nail & Packing Co., Bridgewater, Mass., has display boards available on each of the following: Stronghold line of nails, Drive-Rite aluminum nails, non ferrous nails, conduit staples, and the

ONE QUALITY SOURCE

FOR ALL YOUR
SPRAYERS and DUSTERS

CHAPIN

Every sprayer and duster you need to capture YOUR share of the big, profitable lawn-and-garden market! Stock and promote these performance-proved, eye-appealing units. Fast delivery service.



Fresh off the press...
CHAPIN'S NEW 1961
CATALOG. Send for
your copy today. Write
Dept. SH-1



R. E. CHAPIN

Quality Sprayers and Dusters Since 1887
MANUFACTURING WORKS, INC.
BATAVIA, N. Y.



model 2161-I

2.5 H.P. 4 cycle (impulse starter)
22" CUT, STEEL DECK
Self Propelled Rotary



**model
A 2209-I**

3 H.P. 4 cycle (impulse starter)
22" CUT, ALUMINUM DECK Rotary



model A 911-I

5.5 H.P. 4 cycle (impulse starter)
24" CUT, RIDING ROTARY



model A 921-I

2.5 H.P. 4 cycle (impulse starter)
21" Self Propelled REEL
Also available in 18" and 24"

NEW FOR 1961

MODEL H-583

24" Heavy Duty TILLER

MODEL H-960

9" Blade EDGER TRIMMER

MODEL H-7079

Self Propelled SNO-TROWER

EXCELLO

Direct Drive CHAIN SAWS
(in 3 sizes)

Excello

**WILL HELP
YOU SELL!**

The all-new, complete line of power mowers and allied products of traditional EXCELLO quality will help you to the greatest year ever in sales.

Steel and aluminum deck mowers . . . 2 and 4 cycle engines . . . 2 H.P. to 5.5 H.P. with recoil and impulse starters . . . walking types, self propelled rotaries, reels and riders . . . with the profitable addition of a rotary tiller, edger trimmer, snow thrower and a full line of chain saws in 3 sizes . . .

the largest Excello line . . . ever!

model A 229-I



22" cut, steel deck rotary . . . 2.5 H.P. B&S 4 cycle engine with impulse starter . . . quick-set cutting height adjustment from 1" to 3" . . . baffled deck . . . double hill-holder safety lock on handle . . . and Excellomatic choke-run-stop fingertip control . . . just a few of the sales-exciting features of this outstanding mower.

HEINEKE
AND COMPANY, INC.
SPRINGFIELD, ILLINOIS

Excello
POWER
MOWERS

Farm Family board. For more information—

Write in No. B30 on card, Pg. 51

Nixdorff-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Mo., has available the Merchandiser Display Rack which holds eight of the company's fastest selling types and sizes of chain with a built-in chain cutter. The reels have square holes to prevent chain from running out on the floor. The display has a spare rack for extra stock and has a tubular steel frame with no sharp edges. For more information—

Write in No. B31 on card, Pg. 51

American Bilrite Rubber Co., Chelsea 50, Mass., provides dealers with full-color literature, advertising mats, and photo artwork for Bilrite and Boston Garden Hose and Sprinklers. In addition to a metal display rack on casters, a full-color merchandising display is available which displays over 36 coils and may be used as an island or against the wall. Also available are water flow charts and display cards. For more information—

Write in No. B32 on card, Pg. 51

Crescent Tool Co., Jamestown, N. Y., has available displays for all the better selling items in its complete line of wrenches, pliers, screwdriv-

ers, hacksaws, tinner's snips, special lineman's tools, etc. The displays, 23 in all, can be mounted in units of one, two, four, six, 12 and 16 panels. Various fixtures are offered by the company at a small cost. No charge is made for the display panels, they are billed at the cost of the tools on them. Stands to mount four, six, 12 and 16 panels are available at low cost. Crescent recently added a series of 18 fixtures for mounting on Peg-board. Each fixture comes with a small assortment of tools at the cost of tools only. For more information—

Write in No. B33 on card, Pg. 51

Campbell Chain Co., York, Pa., offers the following display units: The compact Chain Reel Display Unit, redesigned to load from front, incorporates handy chain end holders and new cutter. Requires less than two square feet of floor space. It has a blue and yellow baked finish and five accessory bins at top, is 53 3/4" high, 20 1/4" inside, 21 1/4" deep. The Proof Coil Chain Merchandiser which requires only one square foot of counter or floor space; shipped pre-assembled. Unit is 24" high when used for counter display; stands 39" high when used as a floor unit. Blue Temper Proof Coil Chain Assortment consists of 3/16" and 1/4" chain in 10', 15' and 20' lengths; 5/16" chain in 10' and 15' lengths. For more in-

formation—

Write in No. B34 on card, Pg. 51

Hanson Scale Co., 1777 Shermer Rd., Northbrook, Ill., offers a versatile point of purchase display stand for its line of personal scales. The stand, No. D-108, is in the form of a wire bracket and can be used as a counter or window display, or hung on peg board, it is 16" high by 11" wide. For more information—

Write in No. B35 on card, Pg. 51

Amerock Corp., Rockford, Ill., offers colored envelope stuffers illustrating the full line of cabinet hardware for consumers. The folder includes the full line of pulls, knobs, hinges, catches, and window sash locks and lifts. Space is provided for imprinting. A variety of free ad-mats are also available to interested dealers. For more information—

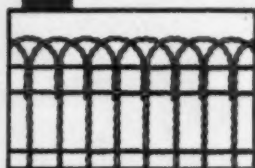
Write in No. B36 on card, Pg. 51

The Eclipse Lawn Mower Co., Prophetstown, Ill., announces that a direct mail broadside on Eclipse Wasp chain saws is being mailed free in quantities up to 500 for dealers ordering two or more saws. The colorful broadside opens up to 34" x 23". Dealers wishing to use more than the 500 free maximum may order additional copies "in-the-mail" at a cost of three cents each. For more infor-

Sterling Ornamental Fence and Gates



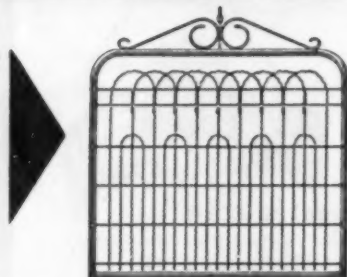
Made of Electric Furnace Steel



Evenly arched picket tops are securely held in place by top cables. On uneven ground, wire flexibility makes it easier to erect.

Add beauty as well as protection to your property with Sterling Ornamental Lawn Fence.

In attractive single or double picket styles, this durable, long lasting lawn fence is easy to erect and maintains its good looks for years. In 11 gauge welded or 9 1/2 gauge woven. Heights 36", 42" and 48". Standard rolls, 100 lineal feet.



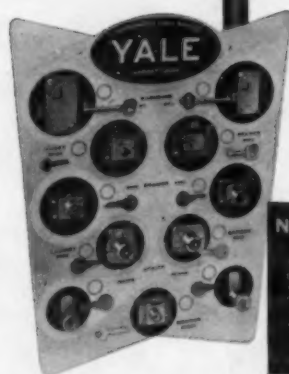
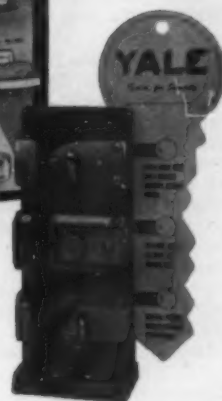
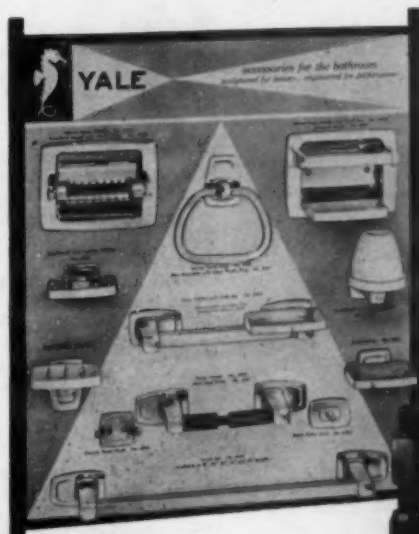
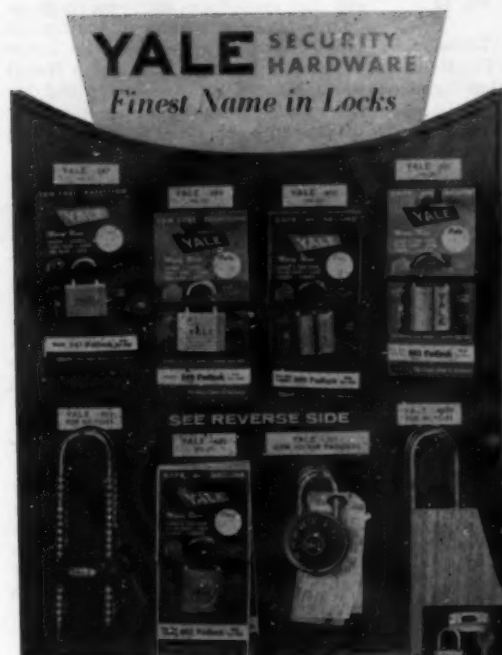
Sterling Ornamental Walk Gates add distinctive beauty to your fence line. Frames are 1" galvanized steel tubing. Bottom corners are electrically welded to produce a rigid, one-piece frame. Filled with double picket lawn fence fabric. Can be supplied with ornamental scroll or plain top. Sizes: 2 1/2, 3, 3 1/2 and 4 foot openings. Heights — 36", 42" and 48".

Field Fence • Barbed Wire • Baling Wire • Smooth Wire • Ornamental Lawn Fence and Gates • Fabri-Cloth • Stucco Netting • Corn Cribbs and Cribbing • Nails and Staples

Better Steel Products are Made of Electric Furnace Steel

Northwestern
ELECTRIC STEEL
SINCE 1879

NORTHWESTERN STEEL AND WIRE COMPANY
Incorporated Northwestern Barb Wire Company—1879
STERLING • ILLINOIS



PRESTIGE HARDWARE THAT PAYS PROFITS

Yale offers a full line of hardware — padlocks — cabinet locks — night-latches — bathroom accessories — screen door hardware. And Yale helps you put these across with a full range of packaging — merchandisers — carded items — blister packs — operating samples.

For full information write The Yale & Towne Manufacturing Co., Lock and Hardware Division, White Plains, N. Y.

YALE & TOWNE

YALE—REG. U. S. PAT. OFF.

YALE—*finest name in hardware*

NOTE: See us at the National Hardware Show, Booth 137, New York Coliseum, October 10 through 14.

mation—

Write in No. B37 on card, Pg. 51

The Yale & Towne Manufacturing Co., White Plains, N. Y., provides carded hardware as a dealer help in boosting sales. Yale also advocates the use of mounted samples on display boards as a permanent merchandising idea. Package merchandisers are offered by the company for location in strategic positions. All merchandisers are in bright colors. For more information—

Write in No. B38 on card, Pg. 51

Upton Brothers, Inc., 65 Broad St., Rochester 14, N. Y., offers a peg board display with crystal clear plastic shelf free with its UP-39 Display Assortment of Upton Standard Screwdrivers. The display may be used on wall, counter, or shelf; requires 11 inches of space; price and type number are printed for each item. Holds 39 drivers, nine sizes of fastest moving numbers, and two types (31 slotted head, eight cross-point). Packed one to a carton. For more information—

Write in No. B39 on card, Pg. 51

Stevens-Burt Co., Water Master Co. Division, New Brunswick, N. J. provides a colorful display card for its all-angle toilet plunger. The card carries an illustrated message and is

fitted with two holes to slip on the yellow plunger handle. For more information—

Write in No. B40 on card, Pg. 51

Tennessee Coal & Iron Division, United States Steel Corp., Fairfield, Ala., offers dealers promotion items which include folders, leaflets, and the Farmers and Ranchers Handbook. Color folders feature such items as the Griptide Staple and Ranger Barbed Wire. Also available to dealers is a library of films designed for showing to farmer, civic, social and educational groups. Films may be borrowed without charge, with a film catalog supplied on request. For more information—

Write in No. B41 on card, Pg. 51

Foley Manufacturing Co., 3300 5th St., N. E., Minneapolis 18, Minn., continues its 14-day trial offer on Foley mowers, as a promotional aid to dealers. A customer is allowed a 14-day trial on his lawn. If not satisfied, he may return the mower and get his money back. Dealer has nothing to lose as the company states that it will replace the used mower whenever requested. Window streamer and ad mats available on all items including a banner on the new 32" Quad Cut mower and trimmer for 1960. For more information—

Write in No. B42 on card, Pg. 51

O. F. Mossberg & Sons, Inc., P. O. Box 1302, New Haven, Conn., makes available to dealers consumer stuffers for enclosure with mailings or counter use; a consumer stuffer on Mossberg's 4X scopes and its latest adjustable power scope; and a Retail Sales Manual for the dealer and his sales staff. In addition, the company offers free electrotype advertising mats. For more information—

Write in No. B43 on card, Pg. 51

Style-Crafters, Inc., Greenville, S. C., offers a number of promotional materials free to dealers for the Aqua-Float line. Among these are full-color catalogs and bill stuffers, metal "Play-Safe" signs, window streamers, water-safety posters, water ski and safe boating instruction booklets, mailing folders on U.S.C.G. small boat regulations, counter display cartons for Aqua-Float fenders and floats, glossy photos, newspaper mats, radio and TV spots, and packaging. An aluminum floor display rack which holds a full 2-dozen assortment of the company's various products and which features an enameled red, white, and blue double faced sign is also available. For more information—

Write in No. B44 on card, Pg. 51

The Irwin Auger Bit Co., Wilmington, Ohio, offers to dealers free

NEW SALES MAKER

Kelley LID-LOCK

PATENT PENDING

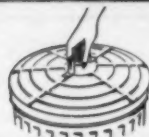
First improvement in garbage cans in a generation — the new Kelley Lid-Lock Garbage Can. Here's a tested sales maker that will send your garbage can sales booming. The new, exclusive Kelley Lid-Lock keeps away insects and pets... is simple to operate... will last the life of the can. Order your supply now from your wholesaler. He has a very attractive introductory offer on the new Kelley Lid-Lock Can.

KELLEY LID-LOCK
IS SIMPLE TO OPERATE:



1

Place garbage can lid on top of can



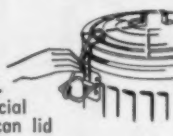
2

Engage bottom of Lid-Lock to can handle at center of handle



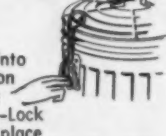
3

To lock lid, engage Lid-Lock in special groove on can lid



4

Press handle into "down" position causing spring tension on Lid-Lock to lock lid in place

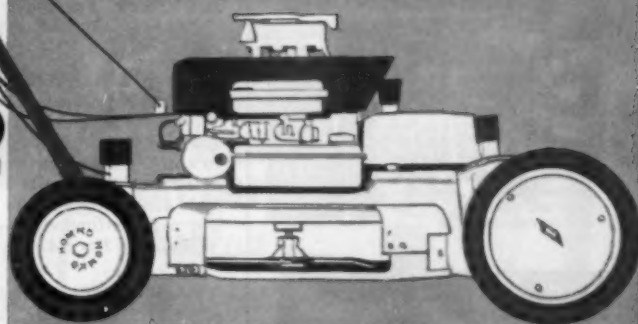


KELLEY MANUFACTURING COMPANY P. O. Box 17 • Houston, Texas



NEW FOR 1961

Homko
ROTARY MOWERS



take your customers out of

THE DANGER ZONE

**New Fingertip Starter Release
Puts Them In The Safety Zone . . .**

There's an all new safety selling feature to the 1961 Homko rotary mowers. It's an all new kind of starter release, in an all new place . . . mounted at fingertip height, in back of the handle, where it can only be reached from behind. Meaning, of course, that the operator is out of the blade's reach when the mower starts . . . out of the danger zone!

There are other big selling features to consider, too. The famous Flexor Blade is lifetime guaranteed to eliminate bent crankshafts. Versatile Planitor Drive gives full cutting power at any one of 6 different driving speeds. Rugged all steel construction means utility for years. And so on. A wide choice of models are available. It will pay you to investigate all of them.

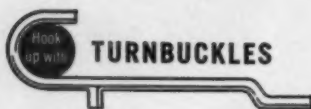
WESTERN TOOL & STAMPING COMPANY
2725 Second Avenue, Des Moines 13, Iowa Dept. SH-1
Write for information on complete line and news
about unusual "HOMKO HOEDOWN" promotion.

Name

Address

City State

See us at Booths 788-792, National Hardware Show.



Complete Line of SELF-LOCKING

EASY HANG® perforated board fixtures



NEW PACKAGING

Bubble-packed and
Card-mounted packaging.



The most popular Easy Hang Fixtures—24 items—are now packaged on Card-mounted or Bubble-packed Display Cards to assure quick identification... stimulate self-selection... develop volume sales.



NEW K-5L

merchandise

A store-tested Easy Hang department in itself. Holds assortment of self-locking fixtures, plus perforated board in bin at back. Takes small 24" x 21" floor space. Drop-shipped, prepaid. Call your jobber or write today.



metal display merchandisers with the following assortments. No. M-62T contains metal wall merchandiser and 13 bit assortments of the Irwin Sellopaked 62T Bits, one of each size 4/16" through 16/10". No. M-88 contains metal wall merchandiser and 20 bit assortment of the Irwin Sellopaked Speedbor "88" Wood Bits for electric drill, two each of even sizes and one each of odd sizes 1/4" to 1". No. 430 contains metal wall merchandiser with assortment of 30 amber plastic handle screwdrivers in the five most popular sizes. All displays have colorful baked enamel finish and fit in a minimum of space. A booklet on the selection, use and care of bits, and a variety of envelope stuffers are also available. For more information—

Write in No. B45 on card, Pg. 51

The Garcia Corp., 268 Fourth Ave., New York 10, N. Y., offers dealers a wide assortment of sales aids, including a retailer consultant service and assistance from fishing experts who set up in-store demonstrations and lectures. Merchandising aids include the Mitchell Counter Card, die-cut for holding a Mitchell reel and one spool of Platyl; display stand for Mitchell reels; an Abu Reflex transparent window streamer; an in-store streamer illustrating Six Steps to Successful Spin Casting; large and small size streamers featuring Mitchell reels; instruction manuals for all reels; with complete parts diagrams; and others. For more information—

Write in No. B46 on card, Pg. 51

The Reichert Float & Manufacturing Co., 2250 Smead Ave., Toledo 6, Ohio, offers envelope stuffers, package inserts, and newspaper ad mats to assist dealers in promoting its line of rubber tank balls and guaranteed leak-proof copper and plastic floats. For more information—

Write in No. B47 on card, Pg. 51

Aladdin Laboratories, Inc., 620 So. 8th St., Minneapolis, Minn., encloses a dealer merchandising kit in each box of six JON-E' Hand Warmers. Included is a cardboard counter display, a window streamer and a dealer's return order post card for additional material. Four-color, self-adhering clear acetate, 10" x 24" window posters for glass doors, display windows and display cases are now available. For more information—

Write in No. B48 on card, Pg. 51

Rubbermaid, Inc., Wooster, Ohio, offers the following merchandising units. Display #0816; a dispensing unit for Shelf-Kushion, which comes in 45 rolls; free with purchase of a merchandise assortment of four rolls each of #1653 wall cabinet Shelf-Kushion and four rolls of #1644 base cabinet Shelf-Kushion. #0888 Bath Display: solid frame of square metal tubing finished in neutral blue enam-

el; composition board shelves and backing in oatmeal finish, harmonizing blue; available at \$12.50 net, shipped prepaid. #0877 Plastics Display: displays odd-shaped products; available at \$20 net; shipped prepaid. #0837 Door Mat Wheeler; portable merchandising fixture sells complete door mat line; available through wholesaler only, not drop shipped; cost is \$6.98 with one #1411 door mat (Value \$6.98) free. For more information—

Write in No. B49 on card, Pg. 51

Carolina Washboard Co., Raleigh, N. C., offers a plastic display which contains: 11 doz. Carolina Floats, assorted 1 doz. #3 Floats and 2 doz. of each of the other five sizes. Price: \$13.30. For more information—

Write in No. B50 on card, Pg. 51

Molly Corp., Reading, Pa., has available for dealers: Metal merchandiser #612 containing 600 screw anchors and 12 utility plugs; cardboard counter display #200 containing 200 screw anchors; cardboard display #225 containing 225 jack nuts; screw anchors, jack nuts, and picture hooks on individual cards for self-service use or Pegboard display; 2-color leaflets on screw anchors, jack nuts, utility plugs, hi-speed installers; 3-color, 21" x 9" window streamer featuring screw anchors; and newspaper mats. For more information—

Write in No. B51 on card, Pg. 51

Moto-Mower, Inc., Richmond, Ind., offers its dealers a complete merchandising package. Included are window displays materials, store banners and streamers, point-of-sale materials, and colorful handle cards. In addition, a strong local advertising program including 50-50 cooperative advertising is offered. For more information—

Write in No. B52 on card, Pg. 51

Jackson Manufacturing Co., Harrisburg, Pa., has available the following sales aids; circular on home and garden equipment line; 8 1/2" x 11" page describing wheelbarrows, lawn rollers, garden carts, and lawn spreaders; single-column newspaper mats illustrating any one of the garden equipment line. For more information—

Write in No. B53 on card, Pg. 51

Columbus Plastic Products, Inc., Columbus, Ohio, offers a series of ad material for 1960 to merchandise its Lustro-Ware plastic housewares. Ads are illustrated, same size, on a 12-page newsprint folder. The mat service folder includes over 75 ads ranging from small one-column drop-in spots one and two inches deep to larger 2-, 3-, 4- and 5-column display ads. Individual reproductions of over 200 items in the Lustro-Ware line are supplied also in mat or reproductive

proof form for special promotional use. All materials, mats of ads, etc., along with point-of-purchase display material, are supplied free. For more information—

Write in No. B54 on card, Pg. 51

Moore Push-Pin Co., 113-25 Berkeley St., Philadelphia 44, Pa., offers a counter display stand, the Moore 720B, which holds 72 "serve-yourself" window packets of Moore picture hangers. All metal, the revolving display is 10 $\frac{3}{4}$ " high with a 9" diameter base. For more information—

Write in No. B55 on card, Pg. 51

Turner Corp., 821 Park Ave., Sycamore, Ill., outlines its promotional helps to dealers in a brochure entitled "7 Ways to Increase Your Torch Profits." In addition to making available floor or wall display units and envelope stuffers, the company suggests that the dealer feature specials, that he buy during promotional specials, and that he work up a propane tank exchange program. Turner also will pay a 50% newspaper advertising allowance up to \$25 per month, and urges dealers to cash in on the company's national advertising program. For more information—

Write in No. B56 on card, Pg. 51

Guests Tour Old Pal Plants at Lititz



Richard G. Woolworth, president of Old Pal, Inc., conducts a group of guests through the Animal Trap Co. of America and Old Pal plants at Lititz, Pa. Plant tours were one of the events in the program during the weekend when Old Pal, Inc. was host to fishing equipment jobbers and friends prior to the AFTM Tackle Show in Chicago. In the background, peering over a lady guest and listening intently to Woolworth, is J. S. Showalter, Boone Bait Co., Inc., Winter Park, Fla. On the extreme right, is Edward Monroe, Boone Bait Co.

A Great MASONRY DRILL ...for your customers and YOU

Here's the most efficient single-cutter masonry drill for the homeowner, contractor and builder...a great sales and profit item for you. Cutter and drill body are virtually the same diameter to assure clean, accurate holes. All-worm feature pulls pulverized material up and out of hole to prevent binding, reduce overheating, and lessen wear on cutter. Drills without water. Diameters from $\frac{1}{4}$ " to $1\frac{1}{2}$ ". Lengths to 24". For use with standard rotary electric or air drills.

TIP TOP Drills have hardened drill bodies (in sizes up thru $\frac{1}{2}$ " and lengths up thru 8")...they last 5 times longer than drills that are not hardened.

EXTRA
THICK
CARBIDE
CUTTER

TIP TOP Carbide-Tipped MASONRY DRILLS

For the ultimate in production drilling...stock CONCRETE-TERMITE Carbide-Tipped, Multiple-Cutter Drills. Exclusive Nitride Hardening extends dust-removing worm life up to 500% longer than drills that are not hardened. Diameters from $\frac{1}{4}$ " to 6". Lengths up to 36". Core design in $\frac{1}{2}$ " and larger diameters (drill only the rim of the hole).

PACKAGED FOR FAST SELLING...ALL TIP TOP Drills 6" in length and smaller are "skin packaged" on colorful cards. Drills are clearly visible for easy identification. Convenient for pegboard display.



RELTON
CORPORATION



For further information write...
99 N. LOTUS AVENUE
PASADENA, CALIFORNIA

HOPPE'S

THE BIG NAME
IN GUN
CLEANING

GUN CLEANING ESSENTIALS THAT CUSTOMERS ASK FOR

Display
them for
Fast Sales!

Wherever guns are used, Hoppe's products are in demand! Millions of gunners and gun fanciers look to Hoppe's for gun protection. And consistent national advertising keeps Hoppe the BIG name in gun cleaning. Put Hoppe's Products on your counter and watch them sell on sight!



ASK
YOUR
JOBBER
FOR HOPPE'S

FRANK A. HOPPE, INC.

2338 N. 8TH STREET • PHILADELPHIA, PA.

NEW PRODUCTS

For more information on these new products
use the return free post card on page 51

Garden Tillers

A thorough job of preparing the soil is accomplished with any of its three models of tillers offered for 1961, according to Moto-Mower, Inc., subsidiary of Dura Corp., 625 South G St., Richmond, Ind.



New for 1961 is a 32" deluxe model (shown) with a 4.5 hp, cast-iron engine, impulse starter, and a reverse gear. Suggested retail price is \$209.95.

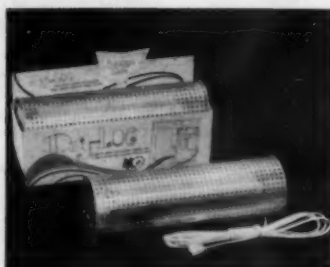
Also available are a 22" model featuring a 3.5 hp, 4-cycle engine, impulse starter and reverse gear which lists at \$174.95, and a 22" standard tiller with 3 hp, cast-iron-sleeve engine and recoil starter, listing at \$149.95. For more information—

Write in No. 315 on card, Pg. 51

Storage Heating Device

An electrical heating device, designed to eliminate dampness in closed storage spaces, is introduced as the Dry-Loc by Lewis Manufacturing Co., Largo, Fla.

The product is available in a 40-



watt size for areas up to 80 cubic feet and a 70-watt size for areas up to 150 cubic feet.

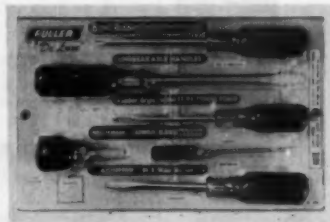
When used as directed, the company states that Dry-Loc will eliminate mildew, mold, rust, and musty odors. It carries a 5-year guarantee. For more information—

Write in No. 316 on card, Pg. 51

Gift Tool Assortments

Especially selected and packaged Fall and Christmas tool assortments are offered by Fuller Tool Co., Inc., 3522 Webster Ave., New York 67. Individually gift boxed, each set comes complete with pressure sensitive Christmas stickers.

The five items are: #99X, 3-piece chisel set ($\frac{1}{2}$ ", $\frac{3}{4}$ ", and 1"); #110X, 4-piece file set; #193X, 3-piece plier set (diagonal, lineman's and long nose); #220X, 7-piece interchange-



able nut driver set ($\frac{3}{16}$ " through $\frac{1}{2}$ ", plus all-socket chuck); and #460X, 6-piece rubber grip screw-driver set, shown.

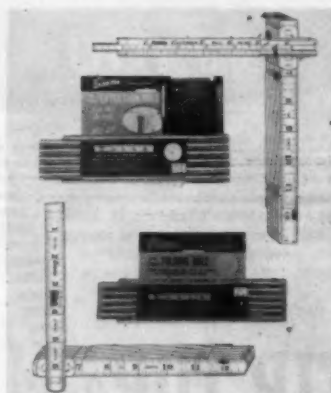
Dealer markup on all items is a full 58%, with retail list ranging from \$2.50 to \$6.16. For more information—

Write in No. 317 on card, Pg. 51

Wood Folding Rules

A line of folding wood rules, made from Maine rock maple, is introduced by Evans Rule Co., Elizabeth, N. J.

Model X40 and X40F "Gold Tip" Extension Rules are 6' folding rules



in boxwood finish, with a machine graduated brass extension and extra heavy slats. Each comes on a colorful card with a free holster and belt clip. Retail: \$2.50.

Model 060 and 060F "Silver Tip" Wood Folding Rules are 6' rules with triple-dipped white finish. Rule comes mounted on card; retails for \$1.80.

Every Evans Rule has a brass name-plate on the first slat, and each rule comes with a set of "A to Z" metallic finish, self-adhering initials.

All rules are marked in inches, plus feet-and-inches, with stud marks every 16 inches, "flags" at every foot. In addition to its standard guarantee of materials and workmanship, Evans will repair any of its folding rules broken by misuse or accident for a handling charge of 30 cents. For more information—

Write in No. 318 on card, Pg. 51

Touch-A-Matic Switch

An AC switch which operates on the principle of current being interrupted effectively by silver contacts separating at slow-speed is announced by Eagle Electric Manufacturing Co., Inc., 23-10 Bridge Plaza South, Long Island City 1, N. Y.



The Touch-A-Matic Quiet Switch has a feather touch rocker-arm which blends in with the wall plate—push it, rock it, or rub it. It has both E-Z Wire and screw pressure terminals.

Size is 57/64" wide, 1-9/16" long, 1-1/8" high. Individually "Sho-Pak" boxed with box mounting screws captive on the strap. For more information—

Write in No. 319 on card, Pg. 51

Tool Christmas Specials

Two special Christmas promotions are announced by Henry L. Hanson Co., Worcester, Mass.

No. CP4113 features the No. 113 Drill Set, containing 13 steel drills



from 1/16" to 1/4" in a case. Each set will have a 3-color disposable Holiday Gift Wrapper. The CP4113 contains four sets, one set comes mounted on a 11" x 14" display. Wrappers and display are free, dealers pay \$14.95 for the four sets; retail value, \$25.

No. CP614 features the No. 614 Ace Super-Set of taps and dies, which

contains 39 taps, dies, and related tools in a polyethylene case. With a 3-color holiday insert in the top of the case, it becomes a self-displaying gift item. Inserts are free with every Super-Set ordered before Christmas. Dealer cost is \$16.77, a saving of \$1.20 on each set. Suggested retail price, \$27.95. For more information—

Write in No. 320 on card, Pg. 51

Reptile, Stay Way from Mah Doah



W. A. Parker, Jr., Beck & Gregg's general manager, and Bob Littlefield, buyer for the company, listen to a description of Snake-Stop by Robert D. Nixon, president of Animal Repellents, Inc., manufacturers of the product.

At the recent Beck & Gregg Merchandise Show, Robert D. Nixon, president of Animal Repellents, Inc., of Griffin, Ga., introduced me to a startling new product—a snake repellent—which, it was said, would keep ole man reptile away from mah doah.

Now this is a development of unusual interest to me, for in the presence, or even the suspected presence of snakes, I have been known to exhibit a fleetness of foot astounding in one inherently opposed to extreme exertion in any form. My tolerance for the critters is in the same measure of affection I have for such docile denizens as saber tooth tigers, rampaging rhinoceros, or two-headed gorillas. When a snake is in the grass, courage is only for those with an alarming distaste for life. In brief, I have long been convinced that where snakes are concerned, the brave among us are easily detected by the rattle of rocks in their little heads.

But now such fears can be laid aside. Sprinkle this granular Snake-Stop in lawn, garden, field, or shrubbery, and in a matter of

seconds, Mr. Nixon says, the lowly serpents move out.

What a boon this is for the outdoorsmen who can now lay down upon the ground at night in a snake-infested area (it's a great sport) and sleep blissfully in the confidence that they are surrounded by an odor so downright offensive that it will insult the nostrils of any marauding reptile.

My enthusiasm—born out of stark, naked cowardice—should not be construed as a personal recommendation. And should you decide to make snake bait of yourself, you're strictly on your own. Still, the more adventurous may wish to give this product a try. The more prudent, of course, may wish to supplement this protection with a loaded shotgun, heavy axe—and, naturally, an anti-venom kit.

Seriously, this new product attracted the attention of a sizable number of dealers who saw the merchandising possibilities. You can obtain more information by encircling number 321 on the card on page 51.—REK

THE NAME THAT SELLS
IN THE PAC THAT ATTRACTS!

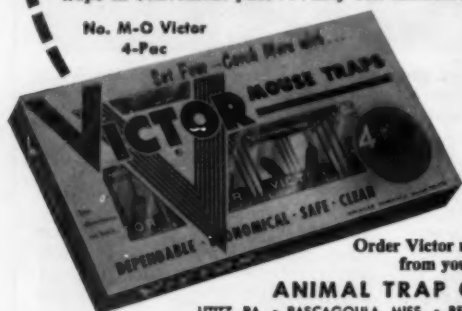
Victor TRAPS

What a trio for profit... Victor traps in eye-catching, self-selling visual display pacs!

When you handle Victor Traps, you sell more... make more profit because you've got the name, the package, the quality, and most important... a big profit margin, to back you up. And with Victor pacs, you eliminate "one-at-a-time" sales and reduce shrinkage, too.

Remember, all you have to do is display Victor traps in convenient pacs... they sell themselves!

No. M-O Victor
4-Pac



No. M-P Victor
Twin-Pac

NEW! No. M-17
Victor Easy-Set
Metal Mouse Trap
on new 2-Pac Card



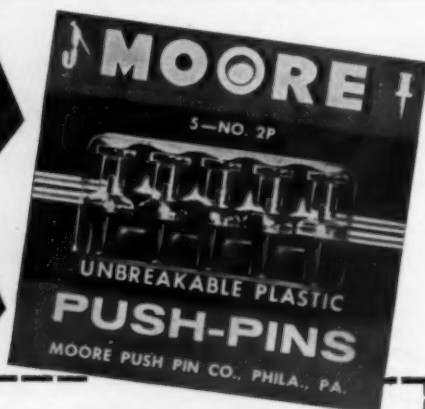
Order Victor mouse and rat traps
from your wholesaler.

ANIMAL TRAP COMPANY OF AMERICA

LITITZ, PA. • PASCAGOULA, MISS. • BERKELEY, CALIF. • NIAGARA FALLS, CANADA

NEW
UNBREAKABLE
PLASTIC HEADS!

NEW
BLISTER 5-PACK!



Plus 60 Years of Leadership

New plastic heads that are unbreakable under any normal usage; form-fitted blister packing which permits removal of one push-pin at a time; a colorful red, white, and blue card punched at the top to facilitate hanging on Moore's 720-B counter display—that's the Moore Push-Pin story in this, our 60th Anniversary year.

No change in Moore aluminum head Push-Pins except for the packaging which is now blister pack, too. Be sure you have adequate stocks of these two 60-year favorites in their new modern package. Your jobber can supply you.

MOORE PUSH-PIN CO.

Since 1900 Makers of famous Moore Picture Hangers
113-25 BERKLEY STREET PHILADELPHIA 44, PA.

"Rocket" Tiller

A 5½ hp rotary tiller, the "Rocket," has been added to the Gard-N-Yard line of tillers manufactured by Ariens Co., Brillion, Wis.



Features of the Rocket include: new all-steel "Turbo Tines" which require less power for tilling; handle bars adjustable in height and from side to side; fingertip throttle control for transmission with two speeds forward, reverse.

Attachments: Tine Extension Kit extends tilling width from 20" to 28"; Hood Extension Kit extends hood width to 28"; 10" furrower. For more information—

Write in No. 322 on card. Pg. 51

Home Repair Kit

Devcon Corp., Danvers, Mass., is offering a kit designed for almost any kind of repair for the home, farm, boat, or auto.



The unit, packaged as the Devcon Home Repair Kit, includes Plastic Steel, for rigid repairs; Devcon Rubber, for flexible repairs; and Devcon 2-Ton, for porcelain and enamel.

An attractive gift band comes with the unit for use as a gift. The kit retails for \$2.79. For more information—

Write in No. 323 on card. Pg. 51



Wood's Rakes Save Aches...

and pull in a pretty profit for you!

Wood's BF36 Leaf Rake — that's the big one with the yard-long 36" head — makes one sweep do the work of two. Gets you through autumn leaf raking with half the work in half the time. 36 spring steel tines sweep clean. It's one of the TRU BLU tools by Wood. On-their-toes wholesalers have it. You should, too.



Wood's BF6 Shrubcomb, only 6" wide, gets under shrubs and hedges. Display it for impulse sales, and plus sales with other rakes.

They're **TRU BLU** Tools by Wood

THE WOOD SHOVEL & TOOL CO., PIQUA, OHIO

"LIFT TEST"

helps you sell the new 1961 HAHN

POW-R-BOY 66

ROTARY TILLERS

proves most of the weight is on the tines for best "dig in"... easy handling



Try it yourself. Then ask your customer to do it. Lift up on the handles of a Pow-R-Boy. Notice how easily you can lift the wheels from the ground. That's because 93% of the weight of the tiller is concentrated on the tines where it will do the most good for digging in. Very little of the weight is transmitted to the handles where you have to wrestle with it. Make the same test on any other tiller and note the difference!

Other selling features: Power reverse operates at half forward speed for easy managng. Instantly detachable 10-inch wheels and instantly adjustable depth bar. 3 and 3½ h.p. engines with power to spare, thanks to 35-to-1 gear ratio. 16" to 24" widths, up to 48" with extension tines. Hahn tines or Universal tines. Recoil starter standard. Impulse starter optional. 6" and 8" furrower attachments optional.

SEE US AT NATIONAL HARDWARE SHOW

Booths 1082-1055, Coliseum, New York, Oct. 10-14

A few good distributorships still available. Mail coupon today!

HAHN, INC. DEPT. 5H-1060
EVANSVILLE INDIANA

Send me confidential trade information about the new 1961 HAHN Pow-R-Boy Rotary Tillers (check type of business):

☐ DEALER

☐ DISTRIBUTOR

NAME.....

ADDRESS.....

MR. RETAILER...
special dating program
in effect NOW!



SEE your wholesaler now for Horton's special dating program. Ring up extra sales. Take advantage of another Horton profit-building service.

1½ gal. to 25 gal. available • Individually packed • Originators of the recessed spigot • Riveted handles • Sanitary rounded inside bottom

See your wholesaler, or write:
HORTON EQUIPMENT COMPANY
P. O. Box 2511 • Houston, Texas

HORTON
WATER COOLERS

SEE US OCTOBER 10-14 at the NATIONAL HARDWARE SHOW, BOOTH 466-A.

2 new profit builders



KOLORLUM—another “first” from National—will put money in your pocket! Now you can offer customers the beauty of color plus the utility of aluminum—at a price that will stimulate sales action. **KOLORLUM** will sell fast because it's **CONVENIENTLY PACKAGED, EASY TO HANDLE, SIMPLE TO DISPLAY.**



Write today for details and prices.
NATIONAL METAL PRODUCTS COMPANY
2 Gateway Center, Pittsburgh, Pa.

Floor Scrubbers

Empire Brushes, Inc., Port Chester, N. Y., has introduced two new floor scrubbers.

Item #6035 is a floor scrubber that washes, scrubs, and sweeps. Attached to ordinary garden hose, it uses hot or cold water safely, pass-



ing it through a durable 4' aluminum handle. Other features include a shut-off valve; 12" vinyl handle-grip; a sturdy wooden block; and plastic bristles. Retail price is \$3.98.

The other floor scrubber, Item #6052, has the same features plus the added advantage of full sudsing action provided by a special detergent chamber with shut-off valve. Retail price is \$5.98. For more information—

Write in No. 324 on card, Pg. 51

Hedge Shear

The Deluxe Hedge Shear introduced by O. Ames Co., Parkersburg, W. Va., features a patented “bumper action” spring shock absorber that eases action for the next cut.

The 8½" hollow ground polished steel blades are notched and serrated



to hold stems for tough clipping. The center bolt has a self-locking nut. Handles are burntote Ash.

One of six different hedge and foliage shears in the Ames' garden shear line, Model No. HS10, shown, retails about \$5.95. Other models are from \$2.95 to \$6.50. For more information—

Write in No. 325 on card, Pg. 51

BELLS



Suggested
Retail
\$2.39
to
\$6.98

PATIO GARDEN BELLS

Highly polished and weather resistant lacquered. Satin black brackets. High profit, high turnover.

THAT

Suggested
Retail
25c
to
\$6.98



HAND BELLS & TEA BELLS

Solid brass or nickel plated steel, clear ringing tone, black handles. Full line, big sellers.

SELL!



Suggested
Retail
17c
to
\$1.89

COW BELLS

For parties and sports events. Popular year 'round. Many types, full range of sizes.

- Complete Line
- High Profit
- Big Volume

Display packaged, full price range, on all year 'round sellers. Perfect for a hundred uses at home or away ... a big gift item.

Send for the Bevin Catalog



BEVIN BROS.
MFG. COMPANY
East Hampton, Conn.
Sales Representatives
John H. Graham & Co. Inc.
105 Duane Street, New York 8, N. Y.



Rotary Tiller

A 26" deluxe self-propelled reversing rotary tiller with an exclusive fingertip "Till-A-Matic" drive control affording a single speed forward, neutral and reverse, is introduced by Western Tool and Stamping Co., Des Moines, Iowa.

Of all steel construction, the new Homko Model 1345 has a two-tone baked enamel finish. It is equipped with 10" semi-pneumatic transport wheels which may be removed for cultivating, and 14" Bolo type tines.

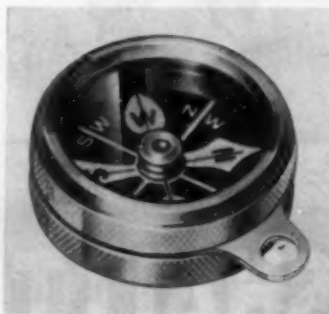
The tiller is equipped with a 3-hp, 4-cycle Pulsa-Jet engine with recoil starter.

Available with accessories, Model 1345 Deluxe has a list price of \$149.95. For more information—

Write in No. 326 on card, Pg. 51

Pocket Compasses

Marble Arms Corp., Gladstone, Mich., has changed the design of its Pocket Compasses to include a small brass ring on the waterproof case. By



attaching a thong to the ring, the outdoorsman can fasten it to his belt, sleeve, button hole, etc.

Marble's Pocket Compasses are available with revolving dial or stationary dial, and are constructed of rust resistant brass. For more information—

Write in No. 327 on card, Pg. 51

AMERICA'S FAVORITE Weedless Spoon



Forged blade allows precise control over balance and shape for pinpoint casts.

100% Weedless. Special, flared guard really works, yet doesn't hinder strikes.

Single, needle-sharp hook. Beats trebles according to veteran outdoor men.

Famous Silver Minnow action comes from the two-way tapered thickness of the forged blade.

JOHNSON'S Silver Minnow

The Year-In, Year-Out Best Seller

Five flashing, plated finishes; four beautiful, long-lasting enamel finishes. Six sizes from #8, 1/24 oz. (for fly rods) to the hefty #4, 1 1/8 oz. Individually boxed. Check your stock and order from your jobber, today!



Louis Johnson Co.
1545-C Deerfield Rd., Highland Park, Ill.

"Custom Submerga" Pumps

A new line of "Custom Submerga" Pumps is introduced by Red Jacket Manufacturing Co., 1051 South Rolff St., Davenport, Iowa, to supplement its present "Imperial" line. The "Custom" line retains many of the "Imperial" features but is priced to sell competitively. The lowest price model lists at \$172.50.



"Custom" models are said to pump from depths to 400 feet with capacities to 900 gallons per hour.

Two series of "Custom Submerga" pumps include four sizes of seven GPM models from 1/4 to 3/4 hp and two sizes of 10 GPM with 1/2 and 3/4 hp motors. For more information—

Write in No. 328 on card, Pg. 51

"Victor" Mower

Included in the 1961 power lawn mower line introduced by Jacobsen Manufacturing Co., Racine, Wis., is the "Dynacyl"-reeled new and improved Victor.

Again featuring the exclusive, made-to-order plastic grass catcher, the 21" power mower has a 2-hp, 4-cycle engine with automatic re-



wind starter. Chain drive is housed to protect against snagging and clogging.

New styling includes new color scheme and featherweight handle and controls. For more information—

Write in No. 329 on card, Pg. 51

Carbide Lamps

Justrite Manufacturing Co., Chicago 14, Ill., announces a new combination cap lamp - hand lamp unit which features a brass lamp with a 7" reflector and a new type of carrying handle.

The handle is placed farther for-



ward than usual on a lamp of this size to provide better balance. The handle is removed by the removal of one bolt; the cap spring is snapped in place and the lamp can be fastened to a canvas lamp cap for wearing as a head lamp.

The lamp is rated at 2 1/2-hour capacity and includes a flame protector and spark lighter attachment. For more information—

Write in No. 330 on card, Pg. 51

Murray Tractor

The Murray Ohio Manufacturing Co., 635 Thompson Lane, Nashville 4, Tenn., offers a bright vermilion chain driven tractor to pre-school "farmers."

Its features include a realistic motor-tone gear shift, spark plugs



that can be plugged in, tires with tractor tread, and all-steel spring seat.

Murray's Super Deluxe tractor model also has a trailer hitch for a companion trailer with dump box which is operated from the seat.

Murray's line includes 14 auto, 24 velocipede, and 33 bicycle models. For more information—

Write in No. 331 on card, Pg. 51

MARSHALLTOWN TROWELS

Chalk Line Reel

A chalk line reel which is compact, lightweight, and guaranteed unbreakable is announced by King Cotton Cordage, 105 Duane St., New York 8, N. Y.

The case is rigid polyethylene with special metal bushings at all points



of wear. Chalk reservoir is an integral part of the case. The chalk line itself is a spun nylon line designed especially for chalk line use.

Available in 50' and 100' sizes, each chalk line reel is bubble packed on an individual card, three cards on a perforated strip. For more information—

Write in No. 332 on card, Pg. 51

Steel Wool Pads

American Steel Wool Manufacturing Co., Inc., 42-24 Orchard St., Long Island City 1, N. Y., offers its Flex-



Fold Steel Wool Pads in an attractive new red, white, and blue 16-pad package. In addition to acting as a silent salesman, the package splits easily—making two 8-pad packages. For more information—

Write in No. 333 on card, Pg. 51

Quiet Turfmaster Mower

The new Quiet Turfmaster rotary mower is described by its manufacturer, the Dille & McGuire Manufacturing Co., Richmond, Ind., as being



much quieter than mowers of conventional design.

Special features include an oversized muffler for effective sound-conditioning and a completely enclosed Briggs & Stratton engine for a low silhouette design. For more information—

Write in No. 334 on card, Pg. 51

Frontier Series Handgun

Eight models of replica Western .22 revolvers are included in the all-new "Double-Nine" line released by the High Standard Manufacturing Corp., Hamden 14, Conn.

Among the models is the Posse, shown; Shorts, Hi-Speed Shorts, Longs, and LR cartridges. It has a



snubnose 3 1/4" barrel, and shaped American walnut grips. The back hand and trigger guard is brass finished metal, a contrast to the onyx black metal cylinder and barrel.

The "Double-Nine" action fires nine shots single-or-double action.

The line also includes the "Natchez" and six models of the "Longhorn." For more information—

Write in No. 335 on card, Pg. 51

**This point of sale
selling aid on every**



BROOM RAKE

helps you make more sales.

ORDER FROM YOUR JOBBER

WIRE PRODUCTS COMPANY

2701 NORTH 24th STREET, BIRMINGHAM, ALABAMA

Member: American Hardware Manufacturers Association



Lawn Rake

A Lawn Rake of the 18-tooth pattern, in Green Thumb quality, to retail under \$2, is offered by The Union Fork & Hoe Co., Columbus 15, Ohio.

The tempered spring steel teeth are locked in at base and braced. The clear natural white ash handle is 43" long.

The rake carries a guarantee of satisfactory service or free replacement. For more information—

Write in No. 336 on card, Pg. 51



Rotary Tiller

Hahn, Inc., Evansville, Ind., announces that its nine new Pow-R-Boy rotary tiller models feature gear box and engine directly over and slightly forward of the tines for best weight distribution.

Universal type tines are available on some models. Extension tines to 48". Six-inch and 8" furrower attachments are optional. Models have up to 3½ hp engines, with optional impulse starters. Power reverse drive is available on three models. Competitively priced from \$124.95. For more information—

Write in No. 337 on card, Pg. 51



Knife Pack Special

Goodell Co., Antrim, N. H., is offering a three in one Knife Pack Special that includes a 3" Bench Knife; a 2" Trimming Knife with sharp, high carbon steel cutting blades, and a 1½" spring-steel Putty Knife.

The trio has matching hardwood handles. Packed in poly bag with a printed header, it is punched for peg-board hanging.

Special retail price for all three knives is 88c. For more information—

Write in No. 338 on card, Pg. 51



Special Deal!

GET THIS
WEED BURNER
ELECTRIC FENCE
FREE

SPECIAL DEAL! BUY 7 — GET 1 FREE

\$175.60 Retail Value of 8 Model WD-56

102.48 "Deal" Cost (Dealer)

\$ 73.12 Your "Deal" Profit

COMPARE THIS WITH...

\$175.60 Retail Value of 8 Model WD-56

117.12 Regular Cost (Dealer)

\$ 58.48 Regular Profit

As a special promotion, we offer this weed burning controller — the country's most rapidly moving fence controller.



Bush-Whacker
Model WD-56
115 Volt
60 Cycle

Retails
For
\$21.95

- Burns Weeds and Grass From Fence Wire
- Delivers Strong Interrupted Shock
- Don't Be Misled by the Low Price — This is a Good Quality Controller — Backed by Our Standard Warranty
- Universal Fence Terminal — Self-Compensating
- Especially Effective on Dry Ground
- An Unusual Feature — Built-in Lightning Arrestors — Both Fence and Highline (Chopper replaceable)

For further Dealer or Distributor information, fill out this coupon and mail to:

ELECTRO-LINE PRODUCTS CORP. SAUKVILLE, WIS

NAME ☐ Student

ADDRESS

CITY STATE

NOW AVAILABLE

Goodyear
SEAM SEALER

and

Goodyear
CAULKING COMPOUND



Cat. No. GB12-1 (Buster Pack) Perfect for sealing seams 1/8" or less in metal, wood, concrete, ceramic, brick, or wherever an effective seal is needed.

- SMOOTH • PERMANENT
- RUBBER BASE
- ALUMINUM COLOR
- STICKS TO ANY SURFACE

Do the
Job Once...
it LASTS!



Cat. No. GC12-3 Ideal for caulking openings greater than 1/8" in metal and wood fabrications, and especially around doors and windows.

W. J. RUSCOE CO., AKRON 1, OHIO
Local Representative: **M. L. RIDGWAY**
112 McDonald Street, Marietta, Georgia
Phone 42 8-9533

Table Leg Brackets

All three series of its Folding Table Leg Brackets offer improved features to give greater rigidity and to make assembly easier, according to Chas. O. Larson Co., P. O. Box 358, Sterling, Ill.



Eight metal straps are now included with each set of #1200, #900, and #600 brackets. With these straps a tighter lock on the leg is possible and the straps prevent the bolts from turning as the wing nuts are adjusted.

A new template to be used as a guide for drilling the legs is also provided with each set. For more information—

Write in No. 339 on card, Pg. 51

Tree-Cutting Lawn Mower

A power mower that will cut down trees, cut up fire wood, and perform a number of other household chores is introduced by Pennsylvania Lawn Mower Div., American Chain & Cable Co., Inc., 929 Connecticut Ave., Bridgeport 2, Conn. It is a Pennsyl-



vania DeLuxe self-propelled reel mower in combination with a flexible shaft gardening kit.

The easily attached kit converts the mower's engine into a source of power for the following accessories; a chain saw; a rotary hoe tiller; a hedge trimmer; and a rotary edger-trimmer. For more information—

Write in No. 340 on card, Pg. 51

IT'S NEW COMPLETELY DIFFERENT IT'S STA-KOOL WATER CANS • WATER COOLERS



Lined with **MARLEX®**
RIGID POLYETHYLENE

Carry and keep any drinkable liquid HOT or COLD for much longer periods of time. The lightest and most sanitary water cooler available.

- * Withstands temperatures 240° above zero ... 150° below zero.
- * Tough and resilient ... will not crack or become brittle.
- * Sanitary and pure ... easily cleaned.
- * Light in weight.
- * Will not corrode.

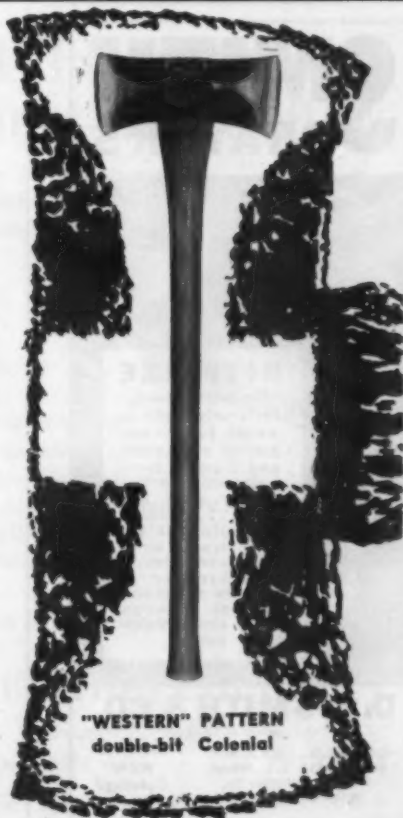
H. P. **GOTT** MANUFACTURING CO.
WATER CANS AND COOLERS
WINFIELD • KANSAS

TRADITION is part of every MANN axe!

This handsome axe swings with authority ... because it is rooted in the tradition of fine tool making. Made by fifth-generation craftsmen, in the patterns and finishes dictated by long tradition. Choose the "Colonial" brand — each one beveled for easy cutting that fails to pinch and bind — made in two double-bit patterns and four single-bit patterns. Choose the right weight for YOUR customers ... from 3 to 4-1/2 lb. heads.

Tradition has made Colonial a favorite with seasoned wood-cutters — because we believe there's NO FINER AXE MADE IN AMERICA!

Send for our new catalog:
MANN EDGE TOOL COMPANY
Lewistown 2, Pennsylvania



"WESTERN" PATTERN
double-bit Colonial

BUY **BIG ORANGE** AND
YOU BUY THE BEST

Shackle Chain HOOKS

Every Hook marked with blue to identify for use on "HIGH TEST" Chain



GRAB HOOKS

Available for Chain
Sizes 1/4"
5/16", 3/8",
7/16", 1/2",
5/8"

EXTRA STRONG

Even the pin is made of hi-strength steel and heat-treated.

SAVES TIME

Can be attached anywhere on the job. Only a pair of pliers needed.



SLIP HOOKS

Available for Chain
Sizes 1/4",
5/16", 3/8",
7/16" and 1/2"

Every Hook plastic coated for clean handling
Small Factory Packs Available

Order from your Distributor or Write
MIDLAND INDUSTRIES, INC.
Cedar Rapids, Iowa

Bolens Riding Mower

The Suburban, manufactured by Bolens Products Division, Food Machinery & Chemical Corp., Port Washington, Wis., offers the customer an economically-operated riding mower with a 3½ hp engine, 24"



cutting swath, and speeds up to 3.6 mph. Blade height settings vary from 1½" to 2½".

The Suburban is one of three new Bolens riding mowers; other two are the Ridemaster and the Greenbrier. All feature a gold and white color styling with flame accents. For more information—

Write in No. 341 on card, Pg. 51



Mustang Tiller

A versatile line of three rotary tillers, the Super Mustang, Heavy Duty Mustang, and the Professional Mustang, is offered by Bolens Products Div., Food Machinery & Chemical Corp., Port Washington, Wis.

The "Select-O-Width" extension tines on the three tillers are field tested and guaranteed for life against breaking.

The Super Mustang, shown, illustrates how Bolens engineers have welded the box-frame handles and crossbars as an integral part of the tiller. For more information—

Write in No. 343 on card, Pg. 51

SMITH SPRAYERS



RITESIZE

"The ladies' choice."
Extremely light in weight. Easy to use.
SMITH SPRAYERS and Dusters have been choice for Quality since 1888... complete line of all types, styles and sizes... superior in workmanship, design and performance.

D. B. SMITH & CO.

"Originators of Sprayers"

428 Main St., Utica 2, N. Y.
Canadian Rep. G. L. Cohen
1396 St. Catherine St.,
Montreal 2, Canada

Send for
**NEW
Catalog!**

Johnson Sabra Reel

The exclusive Sabrax Powershift handle is featured on the Sabra heavy-duty enclosed casting reel offered in the 1961 line of The Denison-Johnson Corp., Johnson Park, Mankato, Minn.

The angler can shift forward and be in positive direct-power retrieve; shift backward and be in positive heavy-duty drag.

The reel has broad thumb control, is simple in design and 100% salt water proof. It comes equipped with 135 yds. of 15 lb. test monofilament, also includes an extra \$5.00 spool filled with 135 yds. of 15 lb. braided nylon at no extra cost. For more information—

Write in No. 342 on card, Pg. 51



rol-O-valve TOILET TANK BALL

GUARANTEED TO

STOP TOILET TANK LEAKS

- SEATS IN DIFFERENT POSITION EACH TIME
- NO TOOLS REQUIRED
- SELF THREADING
- ACID RESISTANT
- GUARANTEED 5 YEARS



Rol-O-Valve is a vinyl plastic device guaranteed to stop tank leaks. It's New—It's Different—It Works and It Sells. Returns good profit at a suggested retail of \$1.00.

Sold through leading distributors. If your present source cannot supply write or wire—

ROL-O-VALVE SALES
BOX 167 AMERICUS, GA.

Lid Lock Garbage Can

The new Lid Lock Garbage Can (patent pending) is introduced by Kelley Manufacturing Co., Houston, Texas.

The can features two metal hooks which engage permanently on the side handle of the 20-gallon can. The



lid is locked in place by placing the top of the metal locks in a special groove on the can lid and then pressing can handles into "down" position causing spring tension on the Kelley Lid Lock to lock the lid in place.

The Lid Lock Cans are packed in the conventional manner. The Lid Locks and instruction sheets are attached to the garbage can lid. For more information—

Write in No. 344 on card, Pg. 51

Rod and Reel Holder

A Rod and Reel Holder designed to mount anywhere—tackle box, boat seat, on piers, etc.—is announced by Foley Pattern & Foundry Co., 500 West Eleventh St., Auburn, Ind.

The Kwik Draw Rod and Reel Holder is made of strong aluminum; will not break, bend, or corrode.

The product also serves as a silent salesman for displaying rod and reels.



Packaged six holders per display carton; 24 packages per shipping carton. Freight allowed on orders one gross. List price per each Holder is \$3.00; extra base flanges, list price each 35 cents. For more information—

Write in No. 345 on card, Pg. 51

Fabric Mender

An all-purpose fabric mender now in the Duro-Plastic line and designated as "Darn" is being introduced by Woodhill Chemical Co., 1390 East 34th St., Cleveland, Ohio.

Designed especially for fabric re-



pair, Darn is non-toxic and non-flammable, and will withstand washing, ironing, and even boiling once it has dried. It can be used by overlapping two pieces to be mended, or by applying a patch.

The mender will retail for 69 cents for a 1½-oz. tube. It is packaged in a red, yellow, and blue bubble-pack card, 12 to a pack. For more information—

Write in No. 346 on card, Pg. 51

Reloader's Handbook

Lyman Gun Sight Corp., Middlefield, Conn., announces the availability of its Reloader's Handbook, Edition 42.

The book contains 200 pages, extensively indexed, with hundreds of photos and illustrations—many of them in full color. Price is \$2.00 a copy.

Features include a 13-page "pull-out" frontispiece in color, illustrating classifications of game and the loads best designed to bring them down; a 36-page section on shotshells, loads, ballistics, reloading practices and equipment, and 13 solid pages of new shotshell reloading data; special articles, true stories, etc., plus contest information. For more information—

Write in No. 347 on card, Pg. 51



CLOVER Abrasive Papers and Cloths

For the Professional
Craftsman or
Household Handyman

In counter-display boxes:

Sandpaper Packs
Emery Cloth Packs
Oscillating-Sander Sheets
Sanding Discs



Check the profit possibilities in other Clover standard Home and Industrial coated-abrasive

items: Garnet Cabinet and Finishing Papers, Clovalox (Aluminum Oxide) Paper Sheets, Sil-Carb All-Rez (Waterproof) Paper, Emery Cloth and Crocus Cloth, and all kinds of Belts, Rolls and Discs. There is more than luck in Clover Abrasive Products.

Ask your Clover Distributor for net-price schedule or write direct for name of the Clover Distributor in your city.

Clover Manufacturing Company

Norwalk, Connecticut

Makers of the famous

Victor 7-4515

Quality Abrasives
Since 1903

CLOVER Grinding and Lapping COMPOUNDS

TEHR-GREEZE FABRIC CEMENT

In Handy Self-Dispensing
Plastic Squeeze Bottle

Same high quality patching cement in a handy plastic squeeze bottle that eliminates messy paddles, brushes and waste. For the instant repair of tarpaulins, blinder canvases, canvases, leather material or any item it can penetrate. Thousands of uses. Sold by leading jobbers and dealers everywhere. Comes in 2 oz., 4 oz., and 16 oz. plastic bottles. Larger sizes packed in glass containers. Write for free sample, prices and literature.

Comes in attractive 3-color counter display carton. (12 to a package)



VAL-A COMPANY

700 W. ROOT ST.

CHICAGO 9, ILL.

Tapatco HORSE COLLAR PADS



For every work horse and mule.
"The pad with the rust-proof
red hooks"

Tapatco TRACTOR SEAT CUSHIONS



For every tractor and farm
implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO
HORSE COLLAR PADS SINCE 1881

New Screening

A new kind of screening—Opal Vinalume—has been introduced by New York Wire Cloth Co., York, Pa. The manufacturer states that by stocking it and one other type of screening, a dealer can satisfy all requirements. A typical inventory might include 40% galvanized screening for the low-priced market and 60% Opal Vinalume, reducing standing inventory costs by 50%.

Opal Vinalume is said to combine the advantage of two different materials, aluminum and plastic, with the former already enjoying consumer acceptance. Opal Vinalume's aluminum core contributes strength, maximum visibility, high ventilation, extra pliability and light weight. Its vinyl plastic cladding enables the dealer to offer at no extra cost, an aluminum screening which will not corrode or pit, even in a salt, moisture-laden atmosphere. For more information—

Write in No. 348 on card, Pg. 51

Fish Lo-K-Tor

The Lowrance Electronic Manufacturing Corp., Joplin, Mo., announces a number of improvements in its new Model 505 Portable Fish Lo-K-Tor.

The no-glare dial with high intensity neon bulb makes possible easy readings in bright sunlight; it



is calibrated to 120 feet. A specially designed circuit provides more sensitivity for detecting fish. The transducer cord now plugs into dial and eliminates faulty connections developing. 10 lengths (15' and 20' lengths optional) permits wide range for unit placement in the boat.

Metal case is 6½" x 6" x 9"; complete unit weighs 7 lbs. For more information—

Write in No. 349 on card, Pg. 51

Ski Tow Bar

A combination water ski tow bar, the "Delta-Combo," is introduced by the Puritan Cordage Mills, Marine Div., 124 Cabel St., Louisville 6, Ky.

The Delta-Combo is constructed of tubular aluminum with soft "Cush-



ion-Grip" hand areas. A simple locking device allows the tow bar to be locked together for single skiing or easily separated for slalom skiing.

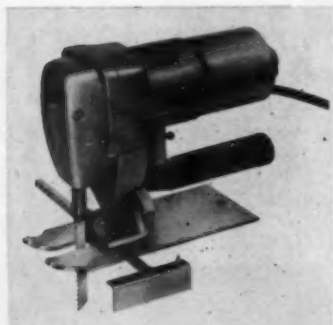
The tow bars are available in packaged tow rope sets or packaged individually, equipped with bridle and float ready for attaching to the tow rope. For more information—

Write in No. 350 on card, Pg. 51

Reciprocal-Action Saw

A reciprocal-action saw priced to sell for \$19.95 is announced by Forsberg Manufacturing Co., 125 Seaview Ave., Bridgeport, Conn.

Called the Forsberg 707, the versatile saw cuts 2" finished lumber as well as plastics, light metals, etc.



Features include a special blade holder, which does not interfere with grip; a tilting shoe for angle cuts; and a rip fence and circle cut attachment. A safety feature is the "on-off" switch located to prevent accidental starting.

The 707 is packaged in a special die cut carton. For more information—

Write in No. 351 on card, Pg. 51

Door Bottom Strip

Bridgeport Fabrics, Inc., Holland Ave., Bridgeport 9, Conn., recently introduced a new Deluxe Door Bottom Strip. Measuring 36", the product consists of an aluminum anodized silver finish strip with a high pile



wool insert like that used in commercial buildings on revolving and glass doors.

Ten strips are packaged in a colorful, self-selling box complete with four aluminum mounting screws per strip and easy-to-follow instructions. Retail price for each strip is \$1.69. For more information—

Write in No. 352 on card, Pg. 51

Rapidayton Phos-Feeder

A Rapidayton Phos-Feeder which checks "red water," inhibits rust and corrosion, and prevents lime scale is



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introduced by The Tait Manufacturing Co., Dayton 1, Ohio.

The feeder, which may be installed separately or in conjunction with a water softener or filter, is used in water heater tanks and hot water lines, in large coffee urns, ice-making machines, and similar water-bearing equipment.

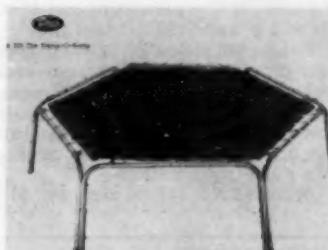
The company states that it does not affect the drinking qualities of the water.

Welded feeder assembly and cap come in white, with two brass globe valves included. For more information—

Write in No. 353 on card, Pg. 51

Children's Trampolines

Children's Trampolines, made particularly for those under four feet tall and under 115 pounds in weight, are offered by Dixie Trading Co., 158



Garnett St., S. W., Atlanta 3, Ga.

Size of the trampolines is 72" outside diameter x 18" high. They are made of aluminum finish 1" dia. steel tubing, with red duck cover and shock cord.

Standard pack: one to a carton; carton weight, approximately 18 lbs. Stock #301; \$11.50 each. For more information—

Write in No. 354 on card, Pg. 51

Riding Garden Tractor

Wagner Iron Works, Milwaukee 1, Wis., manufacturer of farm and industrial tractor attachments, recently



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Vicheck Tool Co.
Cleveland 4, Ohio

announced its entry into the riding garden tractor field with the "Little Giant."

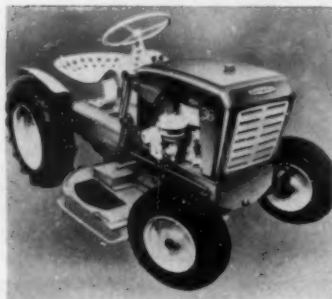
The compact tractor is available in two models: 450 (4½ hp) and 700 (7 hp). It features an all gear drive, 4-speed transmission and worm and gear automotive steering. Engine is 4 cycle air cooled and electric starting is optional.

A full line of attachments is also available. For more information—

Write in No. 355 on card, Pg. 51

Suburban Tractor

A Springfield Suburban Tractor is announced by Quick Manufacturing, Inc., Springfield, Ohio. Designed for



heavy-duty lawn and garden work, the tractor features a 5¼ hp 4-cycle engine, with a full-gear automotive-type transmission.

Available attachments include a 36" rotary mower, a 60" gang mower, a plow, disc harrow, wheel weights, cultivator, spreader, 42" snow-dozing blade, aerator, roller and cart.

The tractor has a 44" wheel base; overall length, 63"; height, 34", with 8" ground clearance. For more information—

Write in No. 356 on card, Pg. 51

Cesspool Cleaner

Sanivan Laboratories, Inc., 5129 F St., Philadelphia 24, Pa., announces a new chemical formula for cleaning cesspools and septic tanks. Called Septi-Van, the product is said to be non-acid, non-caustic, and harmless to plumbing.

Septi-Van contains Pentrasol, which works to disintegrate solids through instant chemical action; does not impede the growth of soil bacteria and is harmless to plant life.

Two applications of Septi-Van per year provide permanent cesspool control, eliminating the need for pumping and cleaning. To use, it is poured down the kitchen or bath drain leading directly to the tank or cesspool. For more information—

Write in No. 357 on card, Pg. 51



Denison-Johnson Holds Grand Opening of Plant

MORE THAN 10,000 well-wishers thronged to the grand opening of the million-dollar fishing reel plant of Denison-Johnson Corp., Mankato, Minn., May 17 and then pressed through the production structure's assembly lines to see the Johnson Reels made.

A new twist in the traditional "ribbon-cutting" ceremonies took



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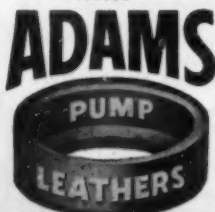
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place when Bob Hawthorne, sales representative of Denison—Johnson and a world champion caster, tossed a line across the main entrance of the plant to Ray J. Salscheider, executive vice-president and general manager of the firm, who held the line taut as Lloyd E. Johnson, president and co-founder of the organization, used a huge golden shears to cut the line and bid entrance to the guests.

The main floor and sublevel structure permits 30,000 square feet of production floor space. Later plans call for an administrative building on the site, called Johnson Park, and when the development is finalized the Denison-Johnson building project will represent approximately 50,000 square feet of floor space.

Sherwin-Williams Plans Georgia Paint Plant

PLANS for construction of a multi-million dollar Sherwin-Williams paint factory and wholesale distribution center at Morrow, Ga., 12 miles south of Atlanta, were announced recently by Arthur W. Steudel, president of the paint and chemical firm.

Construction of the first unit in the project will get underway immediately, Steudel said. This will be a 40,000 square foot warehouse and is expected to be in operation in late fall. The site is a 25-acre tract recently purchased by Sherwin-Williams.

Although no date has been set for construction of the manufacturing facilities, Steudel indicated that the additional units in the project would be erected in the near future. The plant will have an annual capacity of approximately seven million gallons of paint products, making it by far the largest paint factory in the Southeast, Steudel stated. It will serve an area comprised of all of Georgia, Alabama, Tennessee, North Carolina, South Carolina and Florida, and parts of Mississippi, Kentucky, and Virginia.



The new Southeastern regional warehouse for the Sherwin-Williams Co. will soon rise on a 25-acre site at Morrow, Ga. Future plans call for construction of the multi-million dollar unit indicated in background in architect's drawing.

Yelton Joins Sales Force of Weller Electric Corp.

C. R. ROBERTSON, vice-president in charge of sales, Weller Electric Corp., Easton, Pa., announces that Clifford C. Yelton has joined the Weller sales force. Yelton will assume the position of Southern regional sales manager with headquarters in Atlanta, Ga.

Before joining Weller, Yelton was connected with the sales department of Star Expansion Industries, Mountainville, N. Y.

Chattanooga Wheelbarrow Builds New Facilities

COMPLETION of the new plant for Chattanooga Wheelbarrow Co. in a recently developed industrial park in Chattanooga, Tenn., is expected at an early date, according to Sales Manager Frank Nolan.

Of modern one-story steel and concrete construction, the new facility will provide 55,000 square feet of manufacturing space located on a tract of land large enough

to provide for ease of future expansion.

The Chattanooga Wheelbarrow Co. has been in the same location since 1904 and is moving in order to obtain additional space for present volume of business and provide for future expansion. The company will continue its manufacture of a full line of wheelbarrows, concrete carts, and boat trailers.



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See Page 53

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ADVERTISER'S INDEX

A Acme Shear Co. Adams, Inc., C. F.142 Airex Corporation114 Alabama Mfg. Co. Allen & Co., Inc., S. L. American Chain & Cable Co., Inc. American Chain Div. American Chain & Cable Co., Pennsylvania Lawn Mower Div. American Pac & Textile Co.140 American Steel & Wire Div., United States Steel50 American Steel Wool Mfg. Co.98 Amerock Corporation Ames Company, O.19 Anchor Wire Corp. Animal Trap Co. of America63, 130 Ariens Company65 Arrow Fastener Co., Inc.55 Arvey Corporation75 Atkins Saw Div. Borg-Warner Corp.32 Atlantic Steel Co. Atlas Screw and Specialty Co. Atlas Tack Corp.92 Atlas Tool & Mfg. Co.84	G Gardner Asphalt Prods. Co. General Electric Co., Housewares Div.113 General Electric Co., Large Lamp Dept. General Steel Whse. Co., Inc., Genaco Tool Div. Gilbert & Bennett Mfg. Co.89, 90 Gilson Bros. Co.117 Gleason Corp. Goldblatt Tool Company Gott Mfg. Co., H. P.137 Grabler Mfg. Co. Graham & Co., John H. Bevin Bros. Manufacturing Co. Div.133 Graham & Co., John H., King Cotton Cordage Div. Back Cover	N Marksman Products Div. Morton H. Harris, Inc. Marshalltown Trowel Co.134 Master Lock Co. Mayes Bros. Tool Mfg. Co.102 Maze Co., W. H. Melnor Industries, Inc.69, 70, 71, 72, 73 Midland Industries, Inc.138 Milwaukee Stamping Co.79 Mirro Aluminum Co. Modern Tool & Die Co.143 Molly Corp. Moore Push-Pin Co.130 Mossberg, O. F.90 Moto-Mower, Inc. Murray Ohio Mfg. Co.	S Samson Cordage Works2 Sandvik Steel, Inc.118 Savage Arms Corp. Savage Arms Corp., Lawn Mower Div.26, 27 Schlueter Mfg. Co. Screw & Bolt Corp. of America107, 108 Shaw & Sons, M. E. Sheffield Div., Armco Steel Corp.115 Sheffield Hardware Co., Rol-O-Valve Sales138 Shelby Metal Products Co.76 Sherman Mfg. Co., H. B.30, 31 Simplex Mfg. Corp. Slaymaker Lock Co. Smith & Co., D. B.138 Southern Screw Co. Sprayon Products, Inc.102 Stanley Works Strataflo Products, Inc.141 Sunflower Industries, Inc. Supreme Products Corp. Swan Rubber Company Swing-A-Way Mfg. Co.101
B Bassick Company68 Bernz Co., Inc., Otto Bethlehem Steel Co.1 Brookville Glove Company Burgess Battery Co.81	H Hahn, Inc.131 Hamilton Cosco, Inc. Hanna Mfg. Co. Hanson Co., Henry L.23 Heinicke & Co.121 High Standard Mfg. Corp. Hodell Chain Co., Div. of National Screw & Mfg. Co. Second Cover Hodgman Rubber Co.127 Hoppe, Inc., Frank A. Horton Equipment Company132 Hyde Manufacturing Co. Third Cover Hy-Ko Products Company142	O Olin Mathieson Chemical Corp. Olt Co., Philip S.98 Ox Fibre Brush Co., Inc.67	T Tait Mfg. Co.9 Taylor Chain Co., S. G.78 Tennessee Coal & Iron Div. Thomas Industries, Inc., Wright Power Saw & Tool Div. True Temper Corp. Turnbuckles, Inc.126
C Campbell Chain Co.64 Carlon Products Corp. Champion DeArment Tool Co.80 Chapin Mfg. Works, Inc., R. E.120 Clark Bros. Bolt Co. Classified Ads141 Cleveland Mills Co.13 Clover Mfg. Co.130 Columbian Rope Co. Consumers Glue Company96 Crescent Tool Company61 Cross & Co., W. W., Div. of Plymouth Cordage Industries, Inc.94 Cyclone Fence Dept., American Steel & Wire Div., United States Steel50	I Ideal Fishing Float Company Igloo Corporation Igloo Corporation (Fiesta Div.) Illinois Lock Company Industrial Plastic Fittings Div., The R & K Plastic Industries Co. Irwin Auger Bit Co.	P P & C Tool Co. Panzer Products, Subsidiary of Virginia Metalcrafters, Inc.21 Parker Sweeper Co.77 Penins Tool Corporation Penn Fishing Tackle Mfg. Co.49 Pennsylvania Lawn Mower Div., American Chain & Cable Co. Peters Cartridge Div., Remington Arms Co., Inc. Peters Manufacturing Co.88 Phoenix Mfg. Co. Plastex Company Plumb, Inc., Fayette R.111 Plymouth Cordage Co. Portable Electric Tools, Inc.10, 11 Proen Products Propulsion Engine Corp.47 Puritan Cordage Co.	U UMCO Corporation Union Fork & Hoe Co., Front Cover, 103 Union Malleable Mfg. Co. United States Plywood Corp.89 United States Steel Corp.80 Upson Brothers, Inc.112
D Deming Company93 Detecto Scales, Inc. De Van-Johnson Co.143 Devcon Corp. Diamond Tool & Horseshoe Co. Dille & McGuire Mfg. Co.13 Dixie Trading Co. Dobbins Div., Chamberlain Corp. Draper-Maynard Co.116 Drybak Div., Red Head Brand Co. Dyer Specialty Co., Inc.	J Jacobsen Manufacturing Co.95 Johnson Co., Louis133 Johnson Service Company100 Justrite Mfg. Co.	Q Quick Manufacturing, Inc.104, 105	V Val-A Company140 Victor Saw Works, Inc.74 Vlicheck Tool Co.141
E Eagle Electric Mfg. Co., Inc.66 Earle Hardware Mfg. Co. Electro-Line Products136 Empire Brushes, Inc. Enterprise Mfg. Co. Evans Rule Co.86, 87	K Kelley Mfg. Co.124 Keystone Steel & Wire Co. King Hardware Company Krylon, Inc.	R Radiator Specialty Co.142 Red Devil Tools Red Head Brand Co., Drybak Div. Red Jacket Manufacturing Co.89 Relton Corporation127 Remington Arms Co., Inc., Ammunition Div. Remington Arms Co., Inc., Firearms Div. Remington Arms Co., Inc., Peters Cartridge Div. Republic Steel Corp.82, 83 Richards-Wilcox Mfg. Co.108 Ridge Tool Co.96 Rogers Isinglass & Glue Co.102 Rol-O-Valve Sales138	W Want Ads141 Water Master Co. Wayne Home Equipment Co., Inc.91 Weller Electric Corp. Wessell Hardware Corp. West Georgia Mills, Inc. Western Chain Co. Western Fishing Line Co. Western Tool & Stamping Co.125 Wickwire Bros. Inc.106 Winchester-Western Div., Olin Mathieson Chemical Corp. Wire Products Co.135 Wiss & Sons Co., J. Wissota Manufacturing Co. Wood Shovel & Tool Co.131 Wood & Sons, T. W. Woodhill Chemical Co. Wooster Brush Co.17, 18 Wright-Bernet, Inc. Wright Power Saw & Tool Div., Thomas Industries, Inc. Wright Steel & Wire Co., G. F.62
F Fairbanks, Morse & Company Firearms International Corp.	M Mann Edge Tool Company137 Mansfield Sanitary, Inc. Marble Arms Corp.	Y Yale & Towne Mfg. Co.123	

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